JUNE 13, 1960 THIRTY-FIVE CENTS

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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A complete tv homes count: Nielsen's county-by-county tally Page 67

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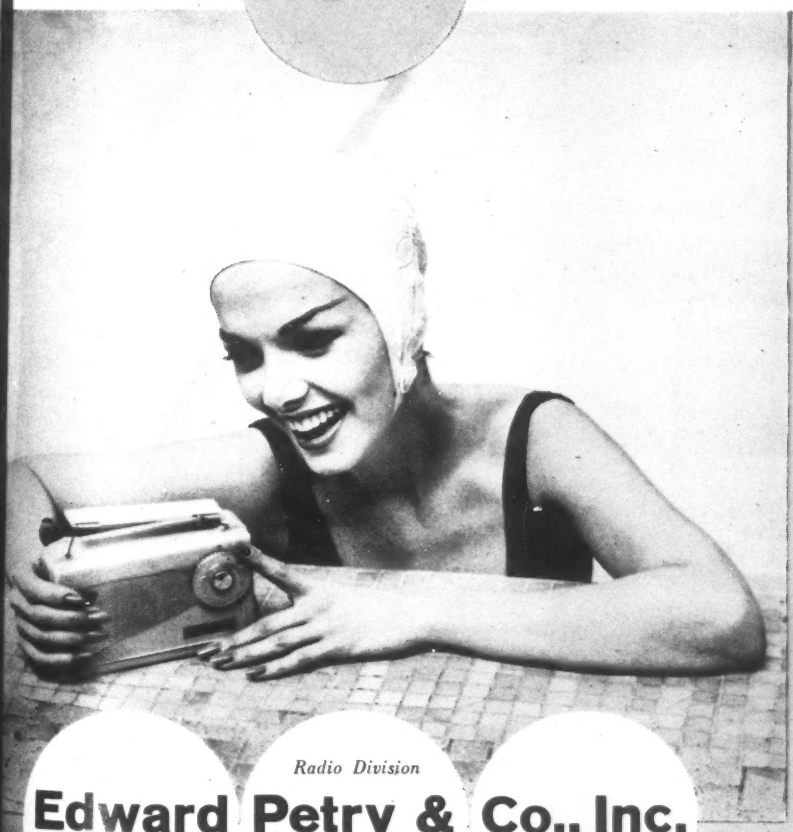
This is the spot for a commercial



She's in the pool but she's right at hand to hear your message, when you use Spot Radio. Multiply this listening by millions of vacationers and you'll know why Spot Radio pays off BIG for national advertisers.

KOB	Albuquerque	KFAB	Omaha
WSB	Atlanta	WIP	Philadelphia
WGR	Buffalo	KPOJ	Portland
WGN	Chicago	WJAR	Providence
WFAA	Dallas—Ft. Worth	WRNL	Richmond
WKMH	Detroit	KCRA	Sacramento
KPRC	Houston	WOAI	San Antonio
KARK	Little Rock	KFMB	San Diego
WINZ	Miami	KOBY	San Francisco
WISN	Milwaukee	KMA	Shenandoah
KSTP	Minneapolis—St. Paul	KREM	Spokane
WTAR	Norfolk	WGTO	Tampa—Orlando
		KVOO	Tulsa

Radio Division

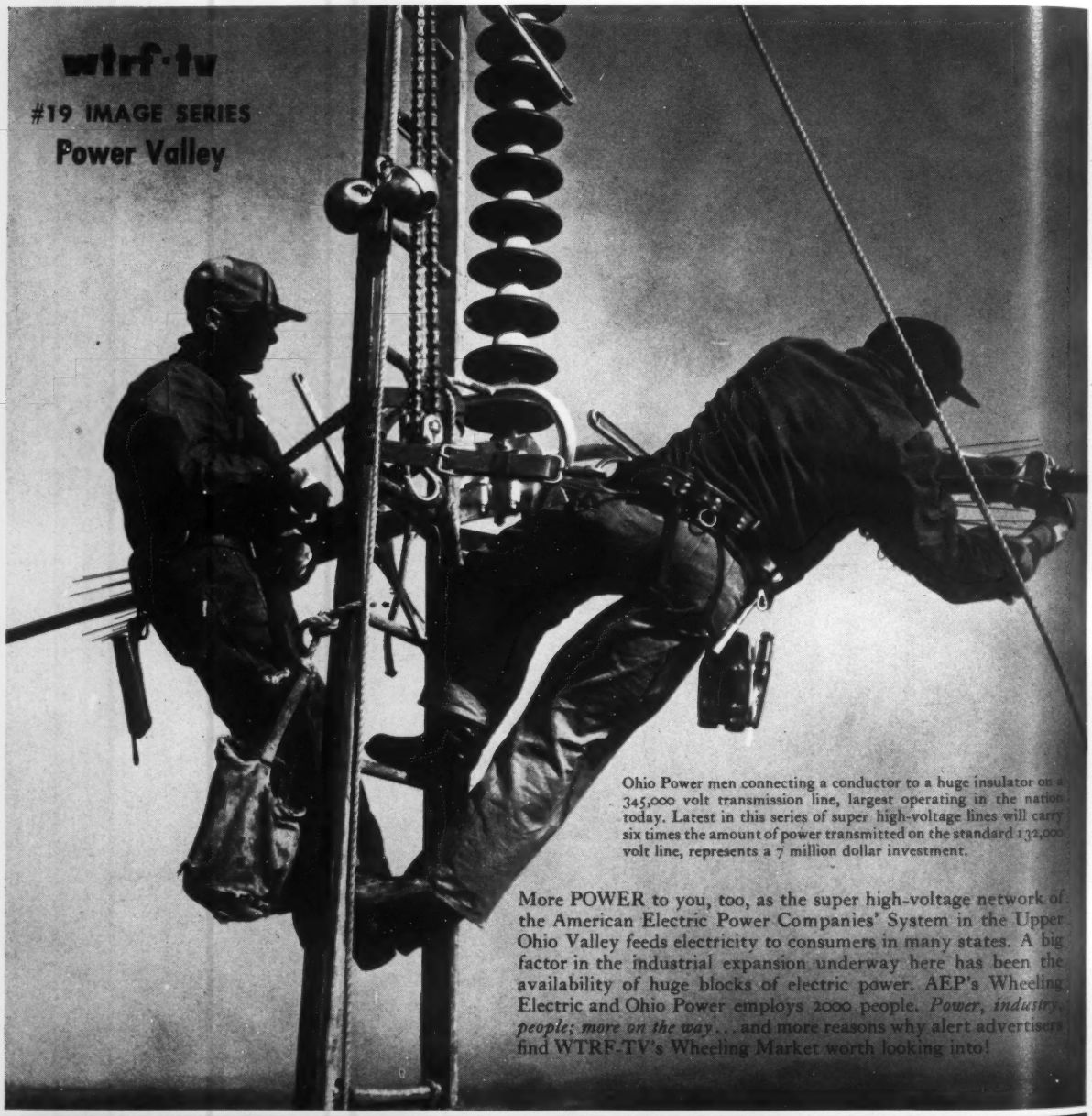
Edward Petry & Co., Inc.

The Original Station Representative

NEW YORK • CHICAGO • ATLANTA • BOSTON • DALLAS • DETROIT
LOS ANGELES • SAN FRANCISCO • ST. LOUIS

WHEELING: MAJOR TV MARKET

One Station Reaching The Booming Upper Ohio Valley



Ohio Power men connecting a conductor to a huge insulator on a 345,000 volt transmission line, largest operating in the nation today. Latest in this series of super high-voltage lines will carry six times the amount of power transmitted on the standard 132,000 volt line, represents a 7 million dollar investment.

More POWER to you, too, as the super high-voltage network of the American Electric Power Companies' System in the Upper Ohio Valley feeds electricity to consumers in many states. A big factor in the industrial expansion underway here has been the availability of huge blocks of electric power. AEP's Wheeling Electric and Ohio Power employs 2000 people. *Power, industry, people; more on the way...* and more reasons why alert advertisers find WTRF-TV's Wheeling Market worth looking into!

For availabilities, call Bob Ferguson, VP and Gen. Mgr., or Needham Smith, Sales Manager, at CEdar 2-7777.

National Rep., George P. Hollingbery Company.

316,000 watts NBC network color

WHEELING 7, WEST VIRGINIA

I want to speak to all you young advertising people...

"I'm Emily Tipp, the Tip Top Lady. My Tip Top Bread is just a teeny bit better than any other bread, and I like to think our Spot Television campaign, too, is just a teeny bit better than anybody else's. Anyway, it's been very good for us. And we've found that **spot** television and radio is so wonderfully flexible. We buy only the markets we're in, and the local stations put us right in prime time, where we want to be. The Tip Top Spot Campaign is — ahem — tops. Those nice young men at your nearest H-R office can tell you all about spot. They're charming. And so cute."

H-R
Television, Inc.
Representatives

Voiced by Margarette Hamilton / Produced for Ward Baking Company by Goulding, Elliot and Graham

Follow these signs to . . .

. . . GREATEST COVERAGE

MOST TV VIEWERS

IN THE DALLAS - FT. WORTH MARKET

CHANNEL 4

Week in . . . week out . . . the "maximum coverage" station in the vast Dallas-Fort Worth Market is KRLD-TV!

KRLD-TV covers a potential market for your product of 676,500 TV Homes in the South's richest market. In net weekly circulation KRLD-TV reaches 37,500 more homes than station B . . . 77,800 more homes than Station C . . . 222,700 more homes than Station D.*

Your sales message via the Channel 4 route will SELL MORE . . . because it REACHES MORE PEOPLE!

*ARB — April 1960

KRLD-TV represented nationally by the Branham Company

THE DALLAS TIMES HERALD STATIONS

CBS

Channel 4, Dallas-Ft. Worth

Clyde W. Rembert, *President*

MAXIMUM POWER TV-Twin to KRLD radio 1080, CBS outlet with 50,000 watts.

CLOSED CIRCUIT

Lee at last? ■ Barring unforeseen developments, Senate Commerce Committee will report favorably this Wednesday on nomination of Commissioner Robert E. Lee to serve another seven-year term on FCC beginning June 30. Meeting is last scheduled by Committee Chairman Magnuson (D-Wash.) before Senate adjournment for Democratic national convention that begins July 11 in Los Angeles. Chairman Magnuson said he will support approval and knows of no concerted opposition to Republican appointment.

Lee confirmation still would require full Senate action. There remains GOP vacancy created by resignation of John C. Doerfer last March. Nomination may be made after President returns from two-week Far Eastern trip, but there's little likelihood that Senate would confirm since it will be faced with adjournment prior to Democratic convention, July 11. Eliminated last week with no explanation was Homer Lane, vice president and assistant general manager of KOOL-AM-TV Phoenix, and added to speculative list was Charles H. King, dean, Detroit College of Law, since 1944. Even if there were time, Democrats won't confirm fourth Republican nominee in election year because this represents political balance and Democrats, if successful in election, would name new chairman.

Advance planning ■ Field work for A.C. Nielsen Co.'s new Nielsen Coverage Study (NCS '61) is slated to start this fall for radio report, next spring for tv report, with delivery of finished reports for both media scheduled for summer, 1961. Both will be tied to new census data, due to become available in meantime. Letters outlining plans were sent to stations, advertisers and agencies (with contracts attached).

Old hats? ■ While both radio standards and tv code of NAB have been reworked this year, there's growing trade belief that both should be scrapped and completely rewritten to keep pace with fast-changing broadcast program and commercial practices. Radio standards, which are due for name change to "code" at Radio Board meeting this week, were drafted in 1947. Tv code is in its tenth year. Oft-mentioned idea is separation of both codes from NAB administrative control, since non-members are eligible to subscribe.

Plans bored ■ Sidelight on current furore over radio-tv rates (see page 52): It's not just local-vs.-national rates and off-card dealing that are confusing buyers. Multiplicity of "plans" carried on rate cards isn't helping, either. One leading station rep made random survey of tv station rate cards, reports he found 28 different announcement packages and discount plans offered. Among these are such assorted ones as "Plan A" and "Plan B," "Run-of-Schedule Plan" and "Fixed Position Plan" (not to mention "3-5-10-15 Plan Fixed Position but Preemptible"); "Consecutive Week Discount Plan," "Weekly Volume Discount Plan," "Big 20 Special," "Big 50 Identification Package," numerical-sequence arrangements as "6-9-12 Plan," "5-8-12 Plan" and "4-6-9-12 Plan," and one that's known simply as "The Cover-All Plan."

Floor fight ■ Provision contained in new House bill for 10-day suspension of station licenses (in lieu of revocation proceedings) will be stoutly resisted on floor of House and in Senate (story page 88). It will be contended that public would be penalized to greater degree than station if service were stopped and that while proposal for $1,000-per-day fine is objectionable, too, it's less so than suspension.

In limbo ■ Offhand check shows that some 600 broadcast stations of all classes (of about 5,000 authorized) are under temporary license for one reason or another—an all-time high and twice as many as normal. Figure is bloated because of payola, failure of stations to comply with questionnaires sent last December, as well as technical and housekeeping violations. In many instances stations haven't been formally cited or notified pending further investigation and study, but in every instance FCC itself passed on temporary authorization.

New policy of close examination of renewals has swelled total of violations. It's understood many infractions are regarded as unintentional and others result from failure of stations to take FCC inquiries seriously. Innocent violators probably will be renewed promptly, but crackdowns are in offing in more extreme cases. Included in group of temporaries are all of key stations of major networks (both radio and tv) in New York.

Mass of brass ■ CBS Inc. was holding its own summit conference last weekend at Seaview Country Club, Absecon, N.J. All corporate executives, including owned and operated station managers—about 90 strong—were invited for closed sessions covering every facet of CBS' far-flung operations. Sessions began Saturday, with about three hours out for "recreation" (golf) that afternoon. Sessions resumed that night and continued through Sunday. Chairman William S. Paley and President Frank Stanton were apex-men at summit conference, which was first of planned series of annual events.

Mute journey ■ Pinch producers are feeling as fall approaches with no end to writers' strike is dramatically illustrated in today's departure of group of actors, directors, cameramen and others for Hong Kong, where they are to start shooting 20th Century-Fox Television's hour-long dramatic series of that name. They left without scripts, expect to shoot ad-libbed action against local backgrounds, hope to come up with footage of native color that can be interspliced with dramatic action filmed in Hollywood in studio after strike is over and scripts are at hand. *Hong Kong* is planned as ABC-TV's major effort to wrest audience supremacy from NBC-TV's *Wagon Train* on Wednesday nights.

Modernization move ■ To speed its processing of applications in all areas of licensing, FCC is seriously exploring possibility of automating operations through data processing equipment. In broadcast field it now takes minimum of year to complete normal application consideration, where no serious complications are involved. With data processing, research could be done possibly in minutes. With FCC, as well as other independent agencies, under attack for constantly mounting backlogs, it's thought that data processing might provide dramatic means of expediting routine paperwork to almost instantaneous operation.

They've had enough ■ Major southern radio station, which began buying all records when FCC announced its Sec. 317 interpretation that free records must be announced as such on air, has given in to practical enonomics. Beginning this week it will again accept free records from suppliers, and will make appropriate announcements. Station took action regretfully, but found cost of record-buying too great to bear.

Fine print ■ That Bell & Howell sponsorship of Churchill Memoirs and 15 public service hours on ABC-TV (story page 51), reportedly boils downs to (1) eight of 26 Churchills, and (2) sponsorship of five public service hours plus commitment to sponsor half of another 10 that ABC-TV may schedule.

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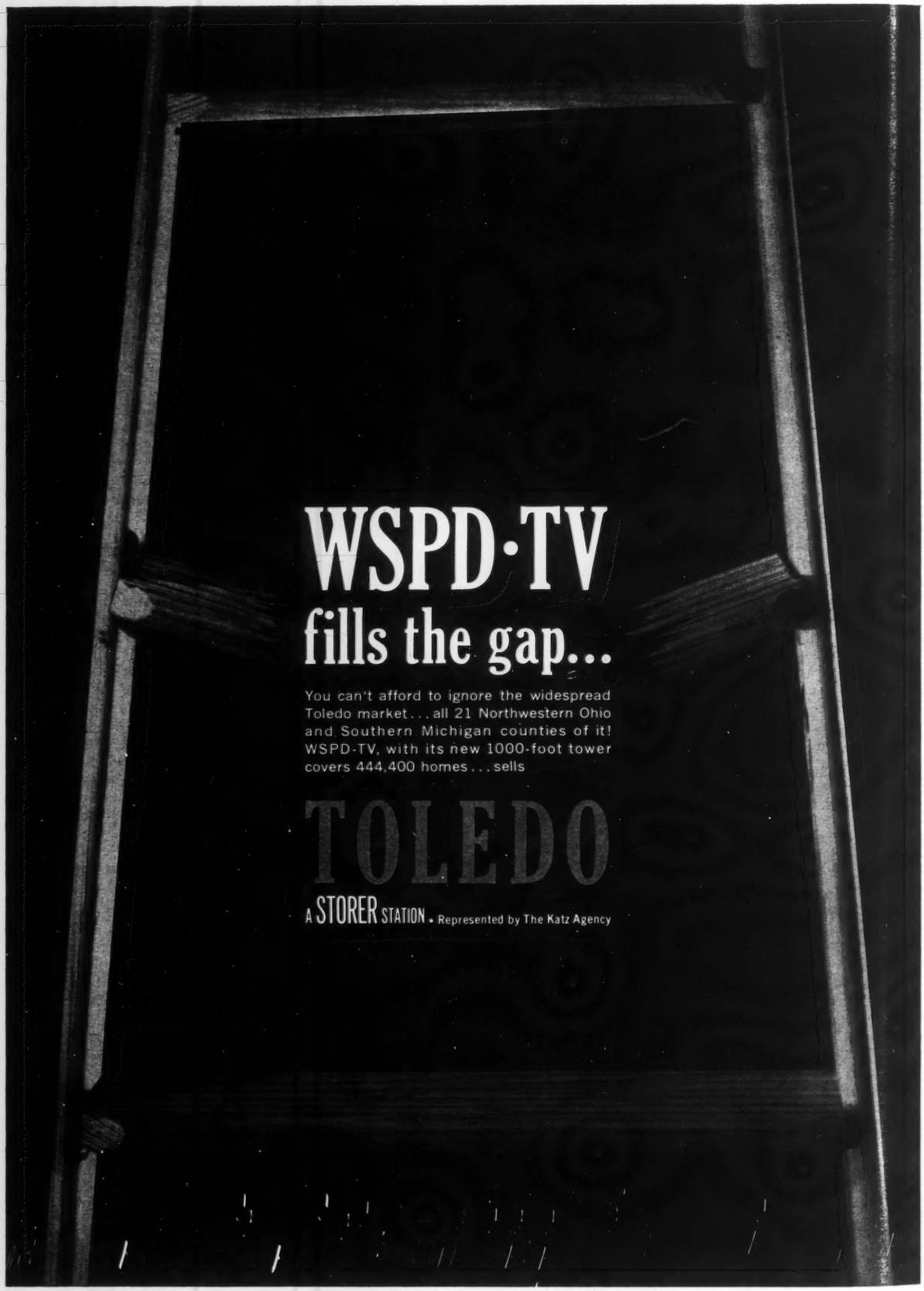
WSPD·TV
fills the gap...
You can't afford to ignore the widespread Toledo market... all 21 Northwestern Ohio and Southern Michigan counties of it! WSPD-TV, with its new 1000-foot tower covers 444,400 homes... sells
TOLEDO
A STORER STATION • Represented by The Katz Agency

WEEK IN BRIEF

MR. SONNECKEN

MR. INOUYE

Planned research is needed for television ■ The time and money which the industry may be urged by a congressional committee to spend in sharpening its tools of measurement "may better be spent on programs of research that may make the measurements more useful." Therefore, it's time to do away with research by bits and pieces and to find answers to marketing and advertising problems by planned and programmed research, according to Edwin H. Sonnecken and K. David Inouye of Marplan, research affiliate of McCann-Erickson, New York, in this week's MONDAY MEMO. Page **18.**

New products on television ■ They're dozens of potential million-dollar brands in the group. A detailed report on new products now in test phases. Page **27.**

Balm, bards and a book ■ Advertising Federation of America finds defenders of ad business in face of scandal and continuing self-criticism. Local clubs get new *Advertising Book of Truth*. Page **34.**

Tv enters soaring sixties ■ First quarter network-spot gross time billing indicates national advertisers are continuing to increase monies placed in tv. Page **38.**

Reflections on public service ■ Six agency executives say what they think of commercial prospects of public service programming—and it isn't all roses. The dominant opinions: Keep it out of prime time, don't count on finding advertisers willing to shoulder the costs. Page **46.**

Rates & reps ■ Virtually all radio-tv representatives send S.O.S. messages to their stations, outlining N.W. Ayer's complaints and urging a uniform, firm policy on rates. Page **52.**

Pay tv's top billing ■ That's the way it looked at Paramount Pictures' annual stockholders meeting where Barney Balaban recounted Telemeter's gains in Toronto. Page **54.**

Guild Films' woes ■ They're revealed in Securities & Exchange Commission registration statement. Page **56.**

Tv sets: county by county ■ Nielsen updates 1959 county figures, sees 1.2 million total gain in U.S. in past year. Report shows total homes, total tv homes and percentages of tv penetration for each U.S. and Canadian county as of January 1960. Page **67.**

Payola to House floor ■ Commerce Committee reports modified version, which is expected to go to House chamber this week. Page **88.**

Sec. 315 to Senate floor ■ Commerce Committee reports resolution to suspend equal time for major presidential nominees, acknowledges there's risk but thinks it's worth it. Page **89.**

Everybody likes 'em ■ Well, almost everybody, according to testimony before House subcommittee, which approves Senate-passed bill to legalize vhf reflectors. Page **92.**

No rights, says court ■ Montana judge rules broadcasters have no common law property rights in signal or program; finds against Craney station and in favor of Helena catv. Page **93.**

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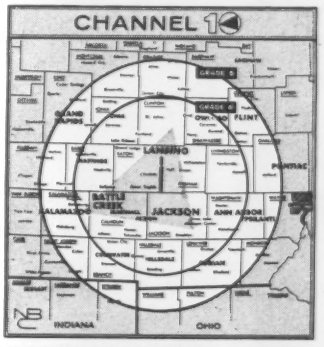
ONE SHOT TAKES ALL THREE

LANSING
JACKSON
BATTLE CREEK

A solid play in Michigan's Golden Triangle stakes you to a lively market—Lansing, Jackson and Battle Creek! WILX-TV cracks all three with a city-grade signal and scores big in a lush outstate area ranking 11th in retail sales*—26th in TV households**. Your play—call Venard, Rintoul & McConnell, Inc.

*SRDS Consumer Market Data
**Television Age 100 Top Markets — 11/30/59



WILX-TV
CHANNEL 10

LANSING
JACKSON
BATTLE CREEK

SERVING MICHIGAN'S
GOLDEN TRIANGLE

Associated with WILS—Lansing / WPON—Pontiac

MEREDITH WOW, INC.

is pleased

to announce

the Appointments

of

WILLIAM O. WISEMAN

as Station Manager of

RADIO WOW – Omaha

and of

C. ALFRED LARSON

as Station Manager of

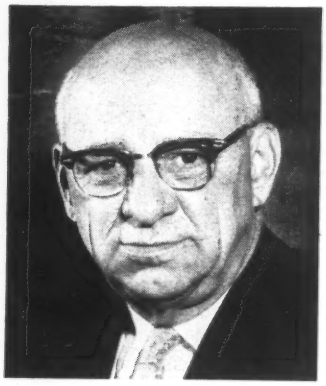
WOW-TV – Omaha

•

Frank P. Fogarty

Executive Vice President
Meredith Broadcasting Company

Vice President & General Manager
Meredith WOW, Inc.



W. O. "BILL" WISEMAN is a broadcasting rarity in that his personal initials duplicate those of his station—"W.O.W." Bill is a 23-year veteran of RADIO WOW, coming to the station in 1937. He has served as Promotion Manager and since 1951 as Sales Manager. He will continue as RADIO WOW Sales Manager. Bill has become widely known in broadcast advertising circles the country over through his RADIO WOW presentations to agencies and clients.

C. ALFRED "AL" LARSON joined RADIO WOW as a bookkeeper in 1938. He successively served RADIO WOW as Office Manager and salesman and WOW-TV as Local Sales Manager. In 1953 he was appointed Commercial Manager of Station KPHO-TV, Phoenix, where he remained for three years. Al then moved to Des Moines and a four-year stint as Assistant Director of Meredith Radio and TV Stations.

MEREDITH STATIONS	**WOW Radio** **WOW-TV** Omaha	**KCMO Radio** **KCMO-TV** Kansas City, Mo.	**WHEN Radio** **WHEN-TV** Syracuse, N. Y.	**KPHO Radio** **KPHO-TV** Phoenix, Ariz.	**KRMG Radio** Tulsa, Okla.

Meredith Stations are affiliated with "Better Homes and Gardens" and "Successful Farming" Magazines

AT DEADLINE

LATE NEWSBREAKS ON THIS PAGE AND NEXT • DETAILED COVERAGE OF THE WEEK BEGINS ON PAGE 27

Caribbean outlet basis of protest

Radio storm is blowing up in Caribbean, and before it blows out it may involve FCC, USA, Honduras and Cuba.

Storm centers around Radio Swan, 50 kw commercial broadcast station on Swan Island, 100 miles off coast of Honduras (BROADCASTING, May 30). Station began full-time broadcasting Thursday on 1160 kc and was monitored by FCC monitoring service. KSL Salt Lake City is dominant Class 1-A station on 1160 kc. Programs begin at 8 a.m. and continue to 10:30 p.m., half in English and half in Spanish and are mainly news and music. It is not licensed by FCC.

Station is owned by Gibraltar Steamship Co. at 29 Broadway, New York. Howard H. Heath is sales manager. Spokesman for company said station was dickering with KSL for "amicable" solution to use of 1160 kc. He also pointed out that there has been long time jurisdictional dispute between U.S. and Honduras on sovereignty of island and for that reason company decided to go ahead without seeking FCC approval.

There have been reports that this is radio station to which Cuban Premier Fidel Castro alluded in recent speech as beaming "propaganda" to Cuban people.

U.S. maintains meteorological station on island. According to reports, it is owned by Sumner Smith family of Boston.

Suspension clause draws NAB protest

Call for broadcasters to make feelings known in halls of Congress against suspension provisions of House Commerce Committee-approved bill (S-1898) was sounded Friday by Vincent Wasilewski, NAB government affairs director. In urgent memorandum to membership, Mr. Wasilewski pointed out that House committee has tacked onto Senate anti-payola, anti-rigged quiz show bill section permitting FCC to suspend station license for up to 10 days, and also to impose $1,000 fine (see page 88).

Suspension provision was central item in Mr. Wasilewski's notice which went to all NAB members. This runs counter to NAB position submitted to committee earlier, he recalled, and opens potentiality and probability of government moving more into programming area. This leads to "lifted eyebrow" technique of regulation, NAB official declared. Although NAB also opposed forfeiture proposals, as between suspension and fines, Mr. Wasilewski stated, there would be less objections to fines.

Gravy train

If McCann-Erickson Adv. (USA) doesn't continue to go onward and upward, it won't be for lack of nomenclature. Call to M-E executive Friday (June 10) elicited response he was at "thrust" meeting. Asked "what meeting?", secretary commented, "Well, that's what they call it. Everybody is over at the Waldorf; meeting usually lasts all day." "Operation Thrust" at McCann-Erickson is umbrella name for agency's planning to get maximum benefits for itself and clients from booming economy foreseen for decade of '60's.

McCann-Erickson accounts shift

Two sudden developments at McCann-Erickson late in week saw agency emerge Friday (June 10) apparently some $1.5 million ahead in billing. McCann-Erickson lost Lehn & Fink $1 million account, apparently relations ruptured in part by open secret of Lehn & Fink hiring "consultant" to buy radio at cheapest rates obtainable and bypassing agency.

About $2.5 million billing was gained as General Motors appointed McCann-Erickson for new tv institutional business, first substantial GM institutional in medium since 1958 when it dropped *Wide Wide World* on NBC-TV (see GM buy of World Series, other sports, page 32).

McCann-Erickson continued expanding its facilities, announcing merger Friday of F.G. Mullins Co., Seattle, into its western region. Accounts include Seattle First National Bank and S&H green trading stamps.

Lehn & Fink's controversial spot radio drive was on behalf of Stri-Dex skin ointment; other products included Lysol, Etiquet, Hinds Honey & Almond Cream and Lysette. It's reported that when Lehn & Fink activity on Stri-Dex became known, McCann-Erickson told stations it wanted same reduced rates obtained by Stri-Dex for other clients handled by agency.

'Watchdog' counsel

Majority counsel has been appointed for Senate "watchdog" subcommittee headed by Sen. Ralph Yarborough (D-Tex.) which will "keep an eye" on political broadcasts during election campaigns this year (see story page 91). He is Joe Bailey Humphrey of Dallas, named by Sen. Yarborough, and he was sworn in Thursday. He'll be on Senate Commerce Committee payroll pending Senate action on S Res 305, currently on calendar, which appropriates $45,000 to three-man group.

Lobbying charged

Ranking House Commerce Committee Republican John B. Bennett (Mich.) Friday charged broadcast industry lobbying caused committee to kill his bill to regulate networks (story page 88). He plans to try to get network regulation provision into payola bill when it comes to House floor. He said networks have shown "amazing laxness in producing fraudulent programs." He said he hadn't seen such lobbying pressures "in all the years I've been in Congress." It was understood committee voted 13-5 against his bill.

Dozen tv outlets carry Rockefeller

More than a dozen tv stations, plus several radio outlets, had arranged last Friday (June 10) to carry New York Gov. Nelson Rockefeller's appearance last night (Sunday) on WNTA-TV's New York-Newark *Open End*. High interest came after governor's attack on Vice President Richard M. Nixon, only avowed Republican candidate.

Gov. Rockefeller also was to appear earlier yesterday evening on NBC-TV's *Meet the Press*. This interview originally was scheduled for June 19 but was moved up one week, bumping Democratic hopeful Sen. John Kennedy (Mass.) who will appear at later date.

If Gov. Rockefeller had chosen to accept Mr. Nixon's invitation to interview him on television, pair could have had wide-open networks. With ABC-TV and CBS-TV both suggesting Wednesday, 7:30-8:30 p.m. it could have been two-network simultaneous tv. Both mentioned June 15 and CBS of-

AT DEADLINE CONTINUED

fered succeeding Wednesday as alternate date. NBC proffered "suitable time."

Among stations making time available, WNTA-TV New York-Newark said two Republicans could have all prime time they wanted, with tape distribution to all U.S. radio and tv stations thrown in.

Contract penalty drafted in House

House Commerce Committee Friday discussed committee draft of new *ex parte* bill carrying criminal penalties of $10,000 fine and year's imprisonment for violators. Committee renews talks on bill tomorrow (Tuesday) at 10 a.m. in closed session.

Bill covers all federal regulatory agencies and was drafted with assistance of American Bar Assn. and Federal Communications Bar Assn. representatives. It would forbid *ex parte* contacts between agency members, examiners and agency personnel having part in decisions; would require all written communications — and "fair summary" of oral communications— be placed in record on cases noticed for hearing.

Treaties signed

Treaties signed last Dec. 21 at International Telecommunications Convention in Geneva by delegates of U.S. and other countries [BROADCASTING, Dec. 28, 1959] have been transmitted to Senate for consent to ratification and have been referred to Senate Foreign Relations Committee. They are Executive I (Administrative Radio Conference) and Executive J (Plenipotentiary Conference of International Telecommunications Union).

NBC, four stations protest rep ban

NBC and four stations on its representation list filed appeals Friday in U.S. Court of Appeals in Washington against FCC's order prohibiting networks from representing non-owned affiliates (BROADCASTING, Oct. 12, 1959). In addition to NBC, following filed appeals: KOA-TV Denver, KSD-TV St. Louis, WAVE-TV Louisville and WRGB (TV) Schenectady. Appeal also was from FCC refusal to reconsider last October's order (BROADCASTING, April 18.) The order covers CBS as well as NBC. ABC gave up spot representation business in 1952.

Ruling prohibits tv network from representing affiliated stations other than its owned outlets. Both NBC and CBS were given until Dec. 31, 1961 to comply. CBS has announced it will abide by decision. Network representation of radio stations was not affected.

FTC consent decree for Blue Bonnet

Standards Brands Inc. and its advertising agency, Ted Bates & Co., have agreed to abide by Federal Trade Commission order prohibiting use of "misleading pictorial demonstrations" for Blue Bonnet oleomargarine, it was announced today (Monday) by FTC.

Specifically, Standard Brands and Bates consented to cease using advertisements purporting to prove that moisture drops appearing on Blue Bonnet in tv ads cause it to taste more like butter than competing margarines.

In its complaint, issued Jan. 8, FTC charges took exception to tv commercial which claimed that "flavor gems" shown visually were just like those on "high-priced spread (butter)". Trade commission charged commercial was deceptive because "flavor gems" illustrated were magnified, were produced by drops of non-volatile liquid, and have no relation to flavor or value of either margarine or butter.

WGA strike ending

Strike of Writers Guild of America against Assn. of Motion Picture Producers for theatrical films seemed settled Friday and that of WGA against Alliance of Television Film Producers close to settlement as negotiators for tv writers and tv film companies recessed for weekend with agreement to resume discussions at 10 a.m. today (June 13). New pact for writers of theatrical films, approved Friday by WGA council and to be submitted to special membership meeting last night will run three and one-half years from date strike ends. It calls for 10% increase in minimum for first two years and additional 5% for balance; for 2% of producers' proceeds from sale of theatrical films made during this contract to free tv; for pension and welfare plans to be established by producers' contribution of $600,000 plus payments of sums equal to 5% of writers' salaries up to $100,000 per picture.

Both sides maintained positions on pay tv: Producers held that it is extension of box office calling for no extra payment; writers claimed it is new use and should be paid for, but WGA agrees not to demand new payments during term of contract.

WEEK'S HEADLINERS

Carl M. Watson, NBC manager of continuity acceptance, named director of department, succeeding Stockton Helffrich, who leaves post to head NAB tv code office in New York [BROADCASTING, June 6]. New director has been manager of continuity acceptance since 1955, when he was promoted from assistant manager. Mr. Watson joined NBC as page in 1938, moving in 1940 to music department of old international division which broadcast abroad. After war service he returned to NBC, assigned to station relations, and became assistant manager of continuity relations in 1948.

George R. Coleman, assistant media director of Norman, Craig & Kummel, New York, appointed assistant vice president and manager of media services. **Henry Halpern,** research director of NC&K, elected assistant vice president of agency. **Sheldon Boden,** NC&K timebuyer, appointed chief timebuyer. Mr. Coleman has been with NC&K and predecessor agency in various executive capacities for 17 years. Mr. Halpern joined agency last year from MacManus, John & Adams, New York, where he had been marketing media and research director for seven years. Mr. Boden came to NC&K in 1959 and earlier had been with Kenyon & Eckhart's media department.

Ralph Steetle, for nine years executive director of Joint Council on Educational Television, has resigned effective in September to become associate dean of Oregon System of Higher Education, general extension division. State operates two educational tv stations, one radio station and audio-visual system.

George Chandler, treasurer of Screen Actors Guild, unanimously chosen by SAG board to serve as president of guild until next regular election of officers in November. He replaces Ronald Reagan (see page 104).

FOR OTHER NEWS OF PEOPLE SEE FATES & FORTUNES

part of the profile of a great radio station . . .

MORE WFBR LISTENERS OWN PLEASURE BOATS

Baltimore and nearby Chesapeake Bay are great boating areas. WFBR has long serviced this ever-growing fleet with specialized programming. In the WFBR audience, there are proportionately twice as many boat owners as there are in the total sample, which includes listeners to all Baltimore stations.*

When you advertise on WFBR, you reach the people who have the spendable income and who spend it.

* In a recent Qualitative Survey in the metropolitan Baltimore area, The Pulse, Incorporated, matched certain socio-economic factors with radio station listening habits.

WFBR

BALTIMORE, MARYLAND

Represented by John Blair and Company

17 award winning commercials

The TV Commercials Council has selected and announced the winners of the first American TV Commercials Festival and Forum.

This Forum is a new competition supported by Sponsor Magazine. Criteria for judgment: impact, believability, tastefulness, copy line, demonstration, identification.

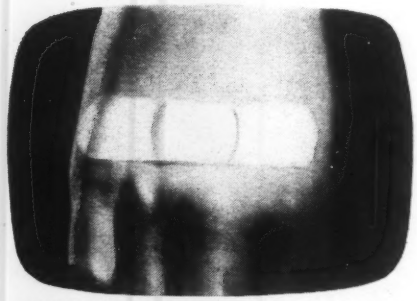
The judges were 50 top advertising men—34 agency men, three representatives of TV stations or trade magazines, and 13 advertisers and people from other areas of advertising. Their job was to pick winners out of the 1327 commercials that were submitted by both agencies and production companies.

In the awards for last year's commercials, which fell into 27 categories, Y&R won five first places, seven seconds and one honorable mention. In the technical group, Y&R won four awards.

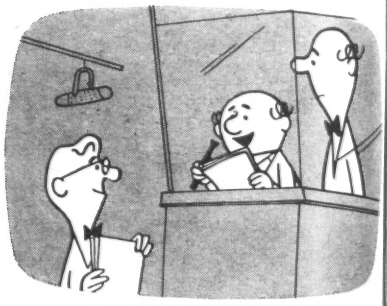
In addition to the 1959 awards, 25 commercials from the past 10 years were selected in the "classics" group to form a nucleus for a "Hall of Fame." Of those 25, five were from Y&R.

Objective 1960? More good commercials.

YOUNG & RUBICAM, Advertising

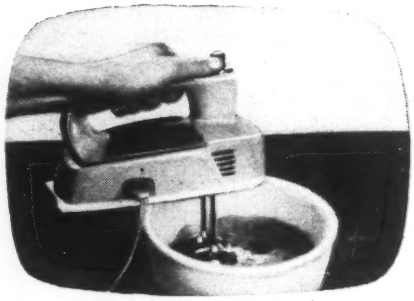


SHEER STRIPS • JOHNSON & JOHNSON



PIEL'S BEER • PIEL BROS.

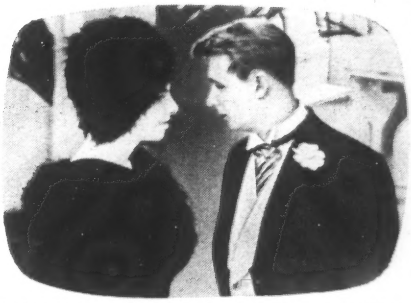
KAISER FOIL • KAISER ALUMINUM CORP.



MIXERS • GENERAL ELECTRIC

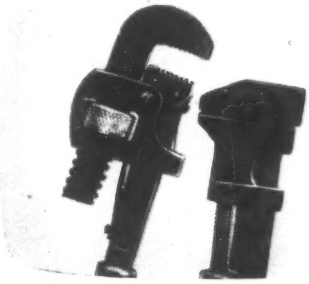
SIMONIZ • SIMONIZ COMPANY

76 GASOLINE • UNION OIL COMPANY



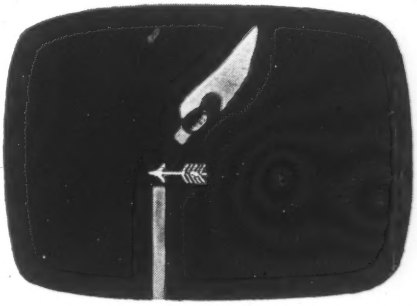
REFRIGERATOR-FREEZERS • GENERAL ELECTRIC

WINDEX • THE DRACKETT COMPANY

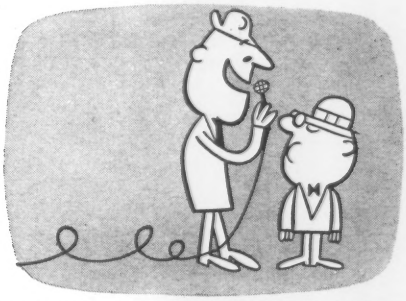


DRĀNO • THE DRACKETT COMPANY

NUGGETT SHOE POLISH • RECKITT & COLMAN, LTD.

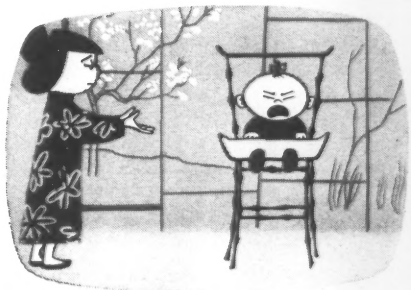


STRIP—PATCH—SPOT • JOHNSON & JOHNSON (2 awards)



ROBIN HOOD OATS • ROBIN HOOD MILLS LTD.

TANG • GENERAL FOODS



JELL-O • GENERAL FOODS

BABY POWDER • JOHNSON & JOHNSON

KAISER INDUSTRIES CORP.

DOWN TO GEHENNA OR UP TO A THRONE...

or wherever else you want to go, old time-snagger . . . the way to go is with the best, as Wade Hampton used to say when I rode with his South Carolina Redshirts. "Ambrose," he said (that's me, Major Ambrose W. Sellingforce), "some day you'll be able to reach the whole great State of South Carolina, or plumb near, with one buy, WIS-TV, in Columbia, at the hub of the state with that 1526-foot antenna." Foresighted fella, he was, just like me. Here it is, WIS-TV, MAJOR SELLING FORCE IN SOUTH CAROLINA, old superlative!

Bet that's the first time you ever saw a live human being utter a map.

WIS-TV NBC/ABC

COLUMBIA, SOUTH CAROLINA

a station of

THE BROADCASTING COMPANY OF THE SOUTH

WIS-TV, Channel 10, Columbia, S. C.
WSFA-TV, Channel 12, Montgomery, Ala.
WIS, 560, Columbia, S. C.
WIST, 930, Charlotte, N. C.

A CALENDAR OF MEETINGS AND EVENTS IN BROADCASTING AND RELATED FIELDS
(*Indicates first or revised listing)

JUNE

*June 12-14—**Merchandising Executives Club of New York** annual seminar, The Griswold Inn, Groton, Conn.

June 12-17—**Fourth Annual Communications Institute for High School Students,** institute on broadcasting sponsored by School of Journalism, Pennsylvania State U., State College, Pa.

June 13-17—**International Advertising Film Festival,** Lido, Venice, Italy.

June 13—**Film Producers Assn.** annual industry dinner. Plaza Hotel, N.Y.

June 13—Deadline for filing reply comments to **FCC** amendment of Conelrad manual BC-3 to provide for transmission standards for the Conelrad attention signal.

June 13—Rehearing in the Miami ch. 7 tv grant before Special Hearing Examiner Horace Stern, Courtroom 7, Federal Courthouse Bldg., Philadelphia.

June 13-14—**Radio Frequency Interference Symposium.** Field trips to FCC lab and monitoring station are planned. Shoreham Hotel, Washington, D.C.

June 13-17—**NAB Board of Directors** meeting. Statler-Hilton Hotel, Washington, D.C.

June 15-17—**American Marketing Assn.** annual meeting. Hotel Leamington, Minneapolis. Marion Harper Jr., president of McCann-Erickson Inc., will be keynote speaker.

June 16-18—**Conference on Education for Journalism,** co-sponsored by American Society of Journalism School Administrators and Southern Illinois U. Held at Carbondale, Ill. Among the speakers will be Charles Siepmann, chairman, Dept. of Communications in Education, New York U.; Gordon Norberg, vice president and research director, Wade Adv., Chicago; Frank Walsh, research director, Compton Adv., Chicago, and William Small, news director of WHAS-TV Louisville and president of Radio-Tv News Directors Assn.

June 16-18—**Florida Assn. of Broadcasters** annual meeting. Hotel Robert Meyer, Jacksonville.

June 18—**Florida Defense Network** meeting. Hotel Robert Meyer, Jacksonville.

June 19-24—**National Advertising Agency Network** national conference. Oyster Harbors Club, Osterville, Mass.

June 20—**Board of Broadcast Governors** public hearings in Lord Nelson Hotel, Halifax, N.S.

June 20—Comments due on **FCC** proposal to add additional vhf channels to several principal markets through reduced mileage separations.

June 20—**Hollywood Advertising Club** luncheon. Noon, Hollywood Roosevelt Hotel. Subject: "A Salute to the Advertising Council." Principal speaker; Sydney R. Bernstein, vice president of Advertising Publications Inc.

June 20—**National Academy of Television Arts & Sciences** presents annual Emmy Awards. Presentation to be carried over NBC-TV, 10-11:30 p.m. EDT.

June 20-Aug. 13—18th annual **Stanford Radio Tv-Institute,** offering 12 classes in broadcasting and film in cooperation with KNBC (TV), KPIX (TV) and KQED (TV), all San Francisco. Stanford U., Stanford, Calif.

June 20-21—Chicago Spring Conference on **Broadcast and Television Receivers,** Graemere Hotel, that city, running concurrently with **International Home Furnishings Market.** Emphasis will be on home consumer entertainment field under sponsorship of Chicago Section of Institute of Radio Engineers. Keynote speaker: Joseph S. Wright, president, Zenith Radio Corp.

June 20-24—**American Institute of Electrical Engineers'** summer general meeting. 66 technical sessions on subjects including communications instrumentation and control, computers, basic science and management are planned. Inspection trips of various engineering facilities are also on the agenda. Chalfonte-Haddon Hall Hotel, Atlantic City, N.J.

June 21-July 7—Third annual workshop on the **Art of Preaching and Mass Communications,** sponsored by the E. Stanley Jones Institute of Communicative Arts and Emory U., Atlanta. Ministers will learn to plan and produce radio and tv programs, write and deliver more effective sermons and generally to use mass communications. Held at the university.

June 21-24—**National Community Tv Assn.,** ninth annual convention. Fontainebleau Hotel, Miami Beach, Fla.

*June 22—**Indiana Broadcasters Assn.** general meeting to discuss political broadcasting. Vince Wasilewski, NAB director of governmental affairs, will be guest speaker. 10 a.m. at the Columbia Club, Indianapolis.

June 23-24—Advertising and information services directors, CBS-owned tv stations, St. Regis Hotel, New York.

*June 23-24—**Wisconsin Broadcasters Assn.** annual meeting. Devi Bera Resort, Baraboo, Wis. Radio-tv-movies personality Jack Carson will be honored as Wisconsinite of the Year.

June 22-24—**Second National Conference on Electronics Standards.** Co-sponsors: National Bureau of Standards, Institute of Radio Engineer's professional groups of instrumentation and microwave theory and techniques and American Institute of Electrical Engineers, National Bureau of Standards Labs, Boulder, Colorado.

June 23-25—**National Assn. of Tv & Radio Farm Directors'** annual summer meeting. Fresno, Calif.

June 23-25—**Maryland-D.C. Broadcasters Assn.** annual meeting. Ocean City, Md.

*June 24—**Mutual Affiliates Advisory Committee** meeting with MBS executives. Representing Mutual will be Robert Hurleigh, president; Charles W. Godwin, stations vice president; and Charles King, stations director. MAAC Chairman Victor C. Diehm, president of WAZL Hazelton, Pa., will preside. Chicago.

June 24-25—**Colorado Broadcasters Assn.,** Continental Hotel, Pueblo.

*June 25—**UPI Broadcasters of Connecticut** meeting of officers and directors with wire study committee. Silvermine Tavern, Norwalk.

June 26-30—**Advertising Assn. of the West,** 57th annual convention, Hotel Del Prado, Mexico City. Theme: "Advertising in the Challenging Sixties." Speakers include Charles Brower, president, BBDO; James Fish, vp for advertising, General Mills; Romulito O'Farrill, prominent Mexican broadcaster; James Farley, president, Coca Cola Export Co.

June 27-29—**Institute of Radio Engineers** fourth national convention on military electronics, sponsored by professional group on military electronics of IRE, Sheraton-Park Hotel, Washington, D.C.

June 29-July 1—**Virginia Assn. of Broadcasters** annual meeting. Cavalier Hotel, Virginia Beach.

JULY

July 11-15—**Institute in Industrial and Technical Communications,** Colorado State U., Fort Collins, Colo. Elwood Whitney, senior vice-president and director, Foote, Cone & Belding, will give opening address.

July 19-20—**Idaho Broadcasters Assn.** convention. John Meagher, NAB vice-president, and Ben Sanders, KICD Spencer, Iowa, will be featured speakers. Sandpoint, Idaho.

July 20-24—**American Federation of Television and Radio Artists** annual convention. Shoreham Hotel, Washington, D.C.

July 24-Aug. 5—**Advertising Federation of America's** second annual management seminar in advertising and marketing. Harvard Business School, Boston. A limit of 50 applicants has been set to be selected from agency and advertiser marketing executives, plus one representative from each major media association. Applications available from AFA, 250 W. 57th St., New York 19.

THE Quality TOUCH

The majestic beauty of a harp weaves a mood so vital to good music that only the best is good enough for the symphony conductor.

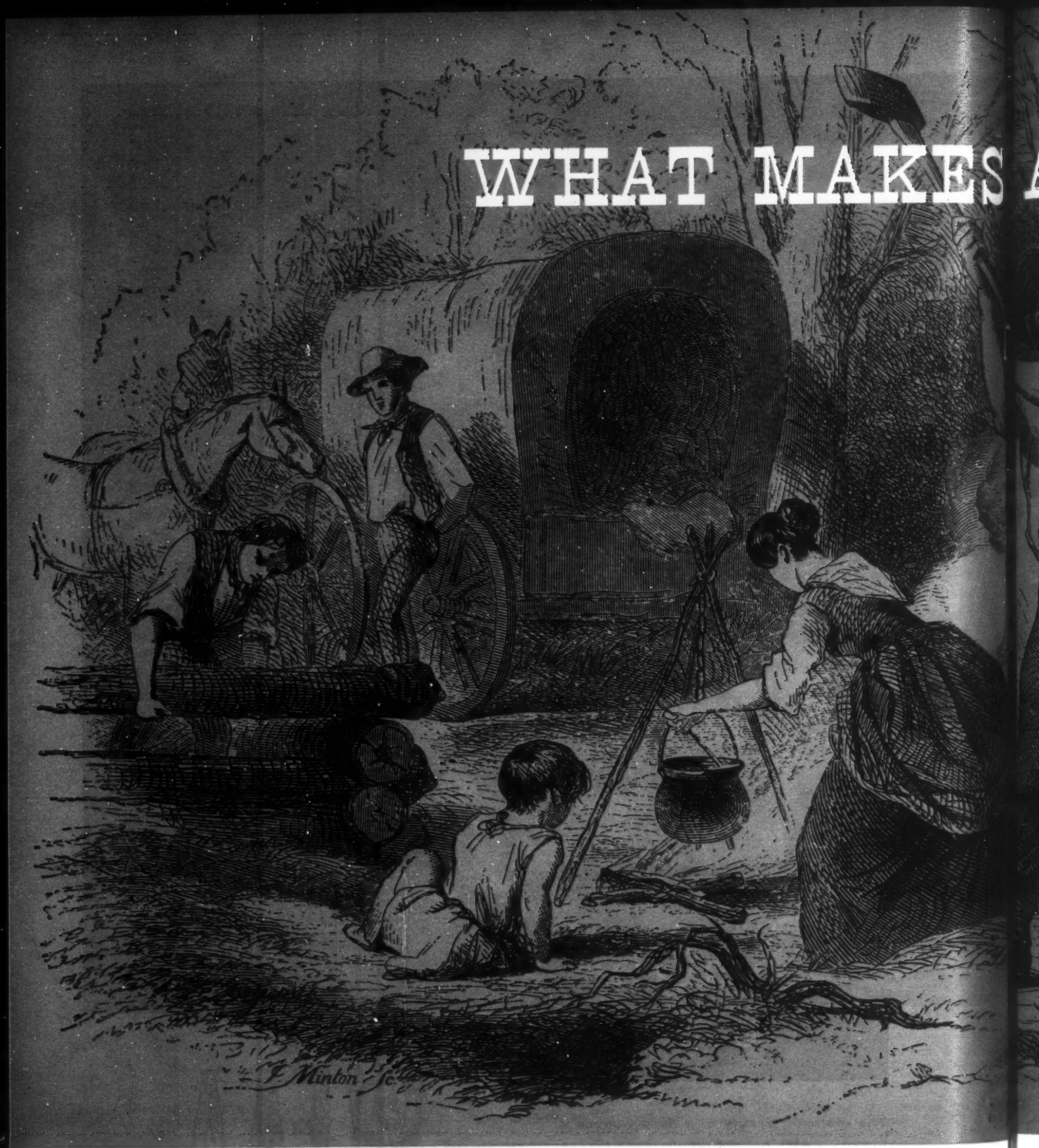
This same "quality touch" and ceaseless devotion in achieving the best is also what sets apart great radio and television stations from the rest.

WFAA

radio & television

dallas

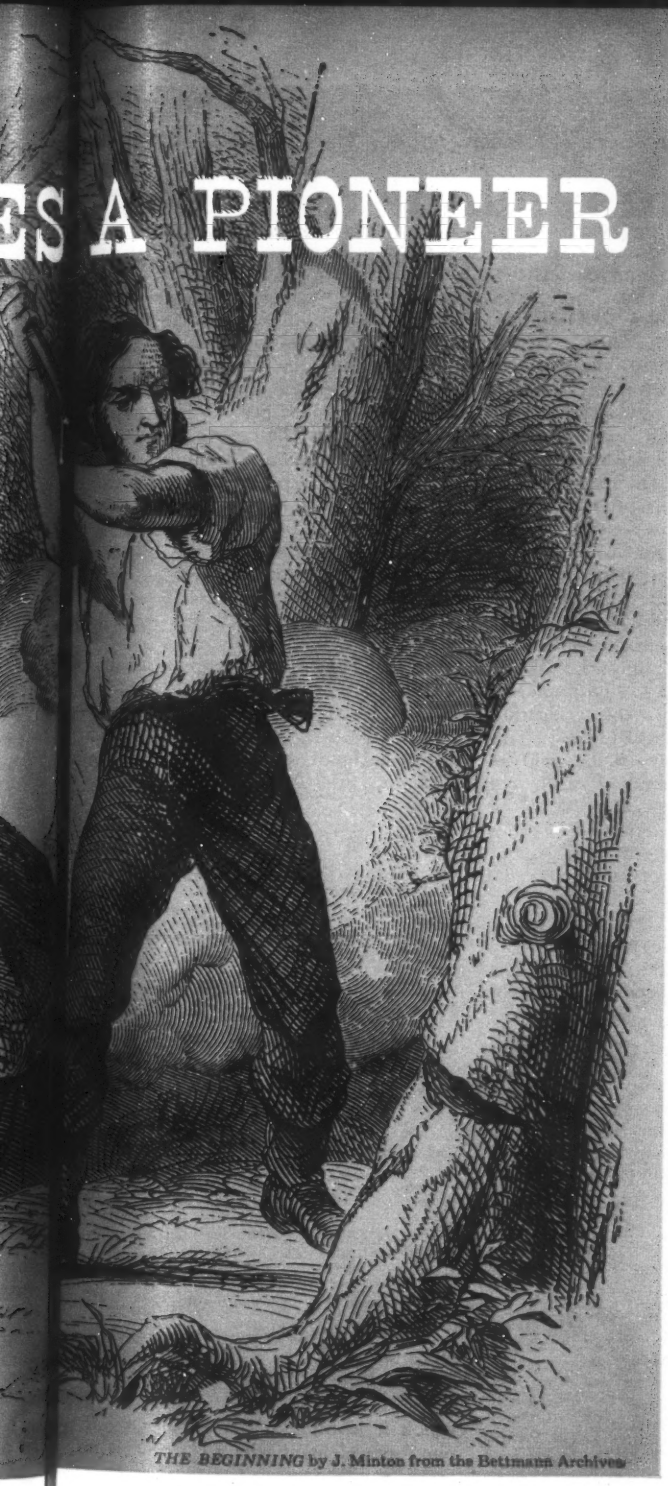
BROADCAST SERVICES OF THE DALLAS MORNING NEWS ■ EDWARD PETRY & COMPANY, NATIONAL REPRESENTATIVES



STORER BROADCASTING

33 years of community service

ES A PIONEER



THE BEGINNING by J. Minton from the Bettmann Archives

NG COMPANY

NATIONAL SALES OFFICES:

625 Madison Ave., N.Y. 22 • PLaza 1-3940

230 N. Michigan Ave., Chicago 1 • FRanklin 2-6498

PIONEER?

A pioneer pioneers to get out of a rut. To explore. To open frontiers. To bring about new concepts. It's not the easiest calling. Everything must be learned the hard way. The risks are large and incessant.

There were few broadcasting guideposts when we started out 33 years ago. What have we learned from it all? This:

You first must make yourself a responsible citizen and a good neighbor to the community as a whole. Only in this way can you build loyal, responsive audiences — the real success of any station. In short, it's good business to operate in the public interest.

Radio

PHILADELPHIA—WIBG
LOS ANGELES—KPOP
DETROIT—WJBK
TOLEDO—WSPD (NBC)
CLEVELAND—WJW (NBC)
MIAMI—WGBS (CBS)
WHEELING—WWVA (CBS)

Television

DETROIT—WJBK-TV (CBS)
CLEVELAND—WJW-TV (CBS)
MILWAUKEE—WITI-TV (CBS)
ATLANTA—WAGA-TV (CBS)
TOLEDO—WSPD-TV (ABC-NBC)

MONDAY MEMO

from **EDWIN H. SONNECKEN** *and* **K. DAVID INOUYE,** *Marplan, research affiliate, McCann-Erickson, N.Y.*

Planned research is needed for television

In a few weeks we should be hearing from the committee of statisticians appointed by Congress to find out how accurate the tv ratings are.

After their report is in, will we know significantly more about any aspect of tv and its problems? Probably not. We will know little more about the precision of the measuring device called "ratings." But improving the accuracy of this yardstick will hardly solve any of tv's problems—its public ones or its private ones.

Despite the differences in individual ratings computed by different services, knowledgeable tv people surely have no doubt about which shows are viewed by the multitudes and which are shunned. Congress' inquiry into the rating system merely underlines tv's preoccupation with "measurement" and its neglect of "research."

Definition ■ Are we engaging in a semantic quibble? The word book makes this distinction: *Measurement*—Ascertaining the extent, degree, or capacity of, by a standard; hence, to estimate. *Research*—Studious inquiry; usually critical and exhaustive investigation or experimentation having for its aim the revision of accepted conclusions, in the light of newly discovered facts.

The difference is clear. Measurement is a tool of research—but not a substitute for it.

Inevitably, the committee of statistical experts now examining tv's measuring rod will point out its inaccuracies. Despite these shortcomings, we suggest that the time and money which the industry may be urged to spend in sharpening its tools of measurement may better be spent on programs of research that may make the measurements more useful.

Today, when television billings have equalled and passed print billings, it is probably safe to say that there is still more money, time and energy being devoted to research in print. In part, this is to be expected because we still do not know how to spend our research money as effectively in tv as in print: the sophisticated techniques available for print research do not yet have precise counterparts in tv.

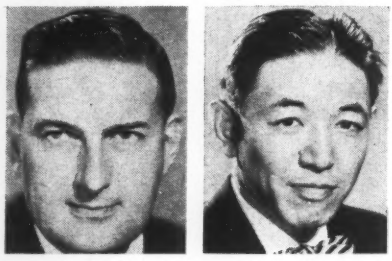
As major broadcast research facilities became refined, people came to depend on some one or a few of them as providing a total research picture. In one case the ratings will become the only criterion of effectiveness. In another, the amount of commercial recall that is produced by coincidental telephone interviews is treated as gospel. In yet another, the degree to which people change their brand choices after being exposed to a client's commercials is the sole criterion. These and other techniques all have their place, but dependance on any one of them, or even on an assortment, can have many undesirable results. Some of these, such as an over reliance on ratings, have received ample discussion.

Another difficulty in broadcasting research is that the three major parties concerned do not particularly coordinate their efforts. The networks, the advertisers, and the agencies have their separate responsibilities, with overlap, and their research activities reflect this.

Programmed Research ■ One of the most significant developments in current research has been the development of the concept of planned and programmed research. The 1940s saw the application of sophisticated statistical techniques to research, most notably in the field of survey design and sampling, while the 1950s brought the qualitative side to the fore, with the introduction of psychological techniques under the general banner of motivation research.

It looks very much as if the major change of the early 1960s will be the incorporation of these techniques into problem-solving programs. That is, the emphasis will be taken off the techniques as such, since they are now mature and have achieved wide acceptance. Instead, programs of research which may employ any or all of the appropriate techniques or research services, and which are oriented toward providing facts and guidance for management at the various decision-making junctures in his organization, will be underscored.

In more down-to-earth terms, this means both deciding what we need to know and whether research can provide some part of the answer, rather than deciding to shop for some research from time to time, choosing from among the readily accessible services and techniques, and building up a library of incomplete, isolated pieces.



Edwin H. Sonnecken (l) is president of the Marplan Div. of Communications Affiliates Inc., McCann-Erickson subsidiary. He formerly was in marketing with Ford Motor Co. K. David Inouye (r), vice president of research services for Marplan, has been with McCann in research since 1950.

Two major steps need to be taken to accomplish this: The networks, agencies and advertisers need not only to divide their research responsibilities, but also to coordinate them; and the problem areas need to be listed and planned for. Research will be fit into the question areas, to throw light on problems and to help in decision making. Clients will buy answers to problems, not pieces of research.

Investigation ■ For instance, ideally, the following questions should all be investigated, whenever the facts are not already known, using whatever research techniques are applicable, and consulting whatever secondary sources are available:

Broadcasting Weight: How much broadcasting should we do? When should we do it? What is the effect of different weights of broadcasting? Of different media weights?

Broadcasting Vehicle: Should we use network or local facilities? Spots or shows? What kind of show? Is the show a good one? Is it appropriate for our product? Does it get us the right kind of audience? Is it the most effective setting for our commercials? What do people expect of our broadcasting? Can we predict trends in programming? What is the life cycle of a program? What improvements does our show need?

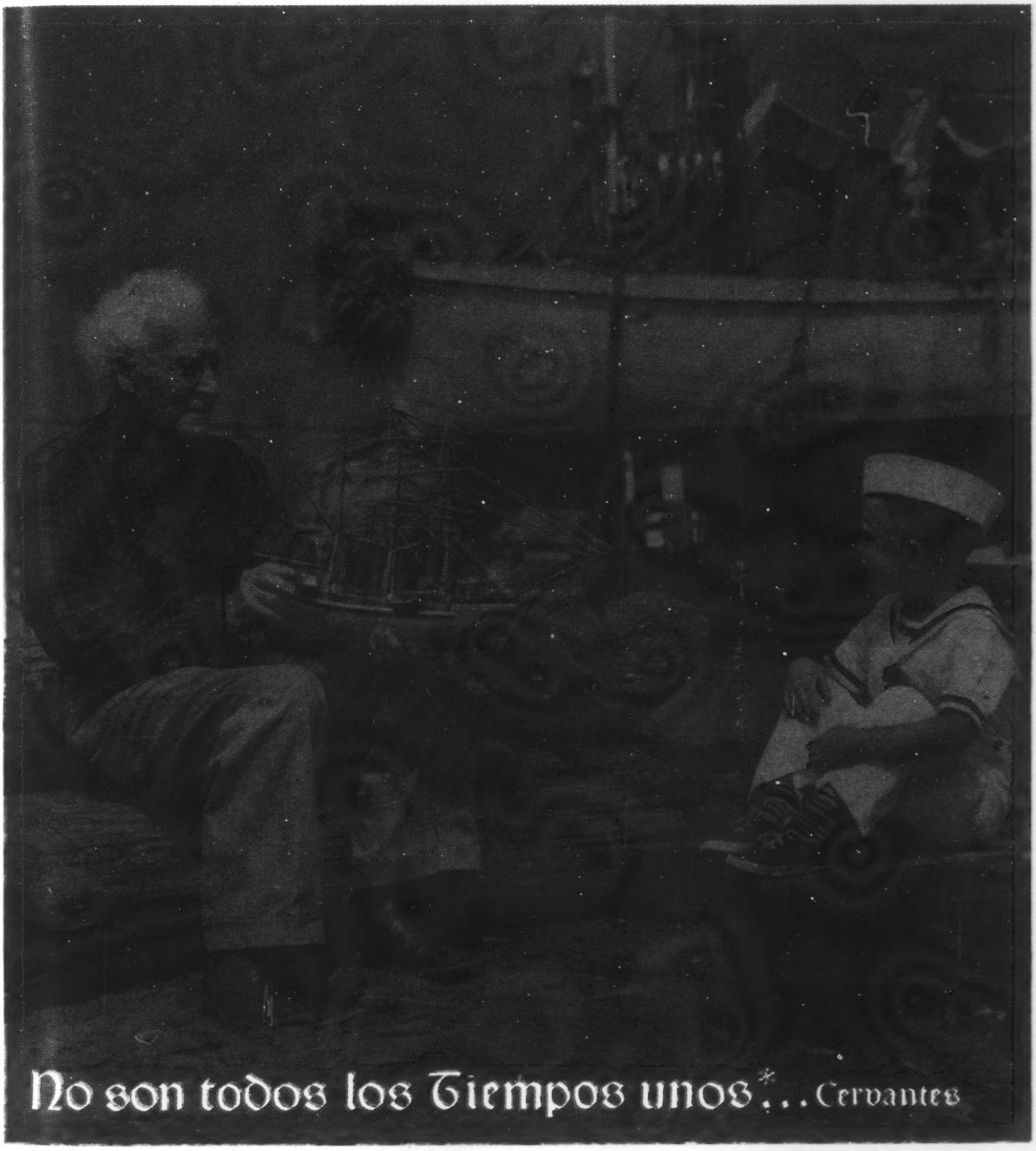
Commercials: What appeals are most creditable, interesting, and pack the greatest selling power? How do they compare with competitive appeals? How can they be developed into the best commercials and campaigns? What is the most important tactical goal for this commercial or this campaign-brand registration? recall? sales conviction? change of attitude? brand image? Has it met its goals? When is campaign impact maximum, and when does it start to fall off?

Sales Effectiveness: What contribution has the broadcast effort made to sales? What has happened in different test markets? What has been the cost per unit sales? When does the sales curve show the need for a renewed and different effort?

The list is capable of indefinite expansion.

The adoption of such an approach takes research out of the isolation in which it is often placed and makes it one more element which is available to assist management in the complex business of making business decisions.

We already have some of the techniques we need to do the job and others are on the way. At present, the technique we need most badly is that of planning and coordinating our efforts so that we get from our research what we need, when we need it, and in the context in which we need it. Research programming is the way in which this can be done.



Our *time* is different. First, it is spent in careful programming to the widest practical variety of tastes and needs of our nearly 700,000 television families. Second, our accent is on quality. We believe that *that* variety and quality make the difference . . . not only in the superior merit of our programming but in the size and composition of the audiences which regularly enjoy it.

When an advertiser buys *time* in the Maryland Market, this difference will make a positive difference to him—a difference in the attention his message will receive . . . a difference in the wide variety of needs of those who will watch it . . . a difference in the buying power motivated as a result of it.

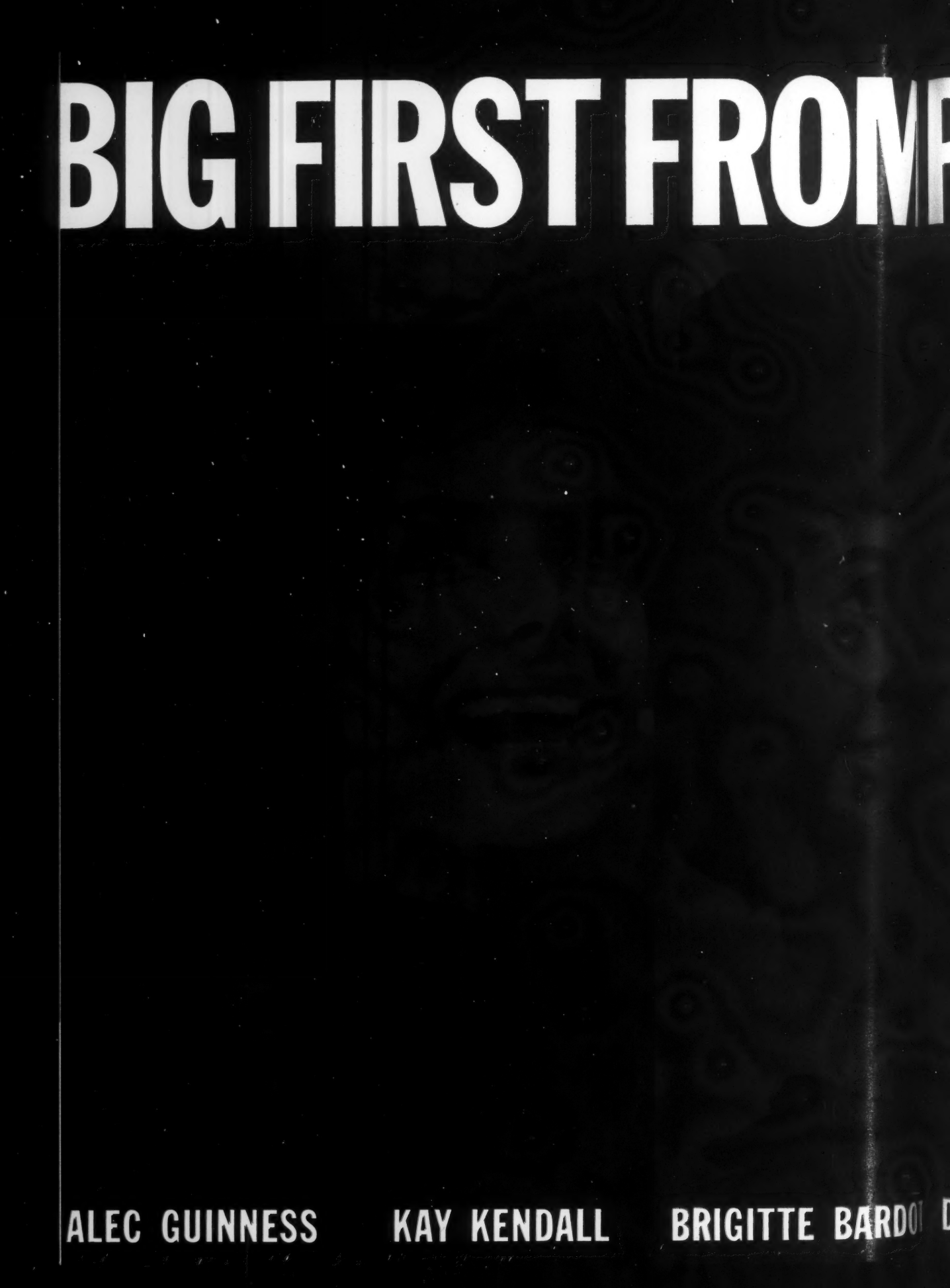
"All *times* are not alike . . . " the poet philosopher says. At WBAL-TV 11 in Baltimore, the difference shows in the positive effect our *time* has on the Maryland Market.

NBC Affiliate/Channel 11/Associated with WBAL-AM & FM.

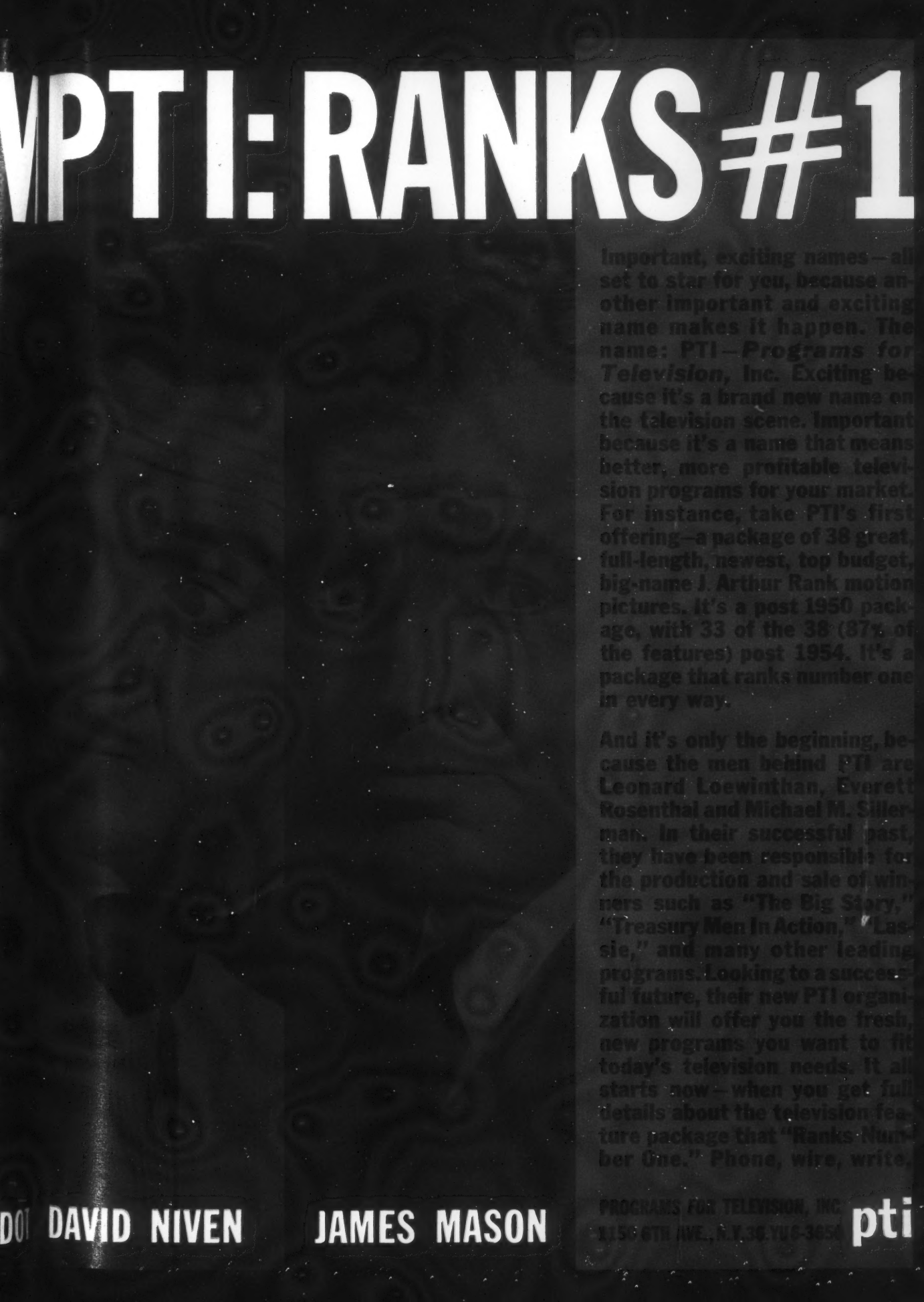
WBAL-TV BALTIMORE

Nationally represented by Edward Petry & Co., Inc.

*ALL TIMES ARE NOT ALIKE . . . *Cervantes*


BIG FIRST FROM
ALEC GUINNESS
KAY KENDALL
BRIGITTE BARDO

PTI: RANKS #1



Important, exciting names—all set to star for you, because another important and exciting name makes it happen. The name: PTI—*Programs for Television,* Inc. Exciting because it's a brand new name on the television scene. Important because it's a name that means better, more profitable television programs for your market. For instance, take PTI's first offering—a package of 38 great, full-length, newest, top budget, big-name J. Arthur Rank motion pictures. It's a post 1950 package, with 33 of the 38 (87% of the features) post 1954. It's a package that ranks number one in every way.

And it's only the beginning, because the men behind PTI are Leonard Loewinthan, Everett Rosenthal and Michael M. Sillerman. In their successful past, they have been responsible for the production and sale of winners such as "The Big Story," "Treasury Men In Action," "Lassie," and many other leading programs. Looking to a successful future, their new PTI organization will offer you the fresh, new programs you want to fit today's television needs. It all starts now—when you get full details about the television feature package that "Ranks Number One." Phone, wire, write.

DOT DAVID NIVEN JAMES MASON

PROGRAMS FOR TELEVISION, INC.
[illegible] 6TH AVE., N.Y. 36, YU6-3654

pti

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*

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Executive and publication headquarters: BROADCASTING ■ TELECASTING Bldg., 1735 DeSales St., N.W., Washington 6, D.C. Telephone: Metropolitan 8-1022.

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BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate

Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953.

Broadcasting ■ Telecasting*
* Reg. U. S. Patent Office

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OPEN MIKE

Raise the chorus

EDITOR: Let me congratulate your editorial, "FCC's own Gestapo" (page 92, May 30). It is one of the best you have ever used.

We have heard so much condemnation about radio and tv the past few months and about how little public service both give until it makes one sick to realize how little those men "higher up" know about what is going on from that angle. In 1959 we here at WSVA-AM-TV gave almost $50,000 worth of public service and will continue to do so.

If the FCC and those congressmen who are so bitter about radio and tv will take the time to watch and listen they will find so much that is good on both radio and tv that they should be ashamed to raise their voices against those mediums which at the start were supposed to be regulated only as to allocations lest there be intolerable electrical interference.

A chorus of voices should be raised high enough against the onslaught against radio-tv that even the deafest person could hear it.—*Nat L. Royster, Manager, Station Relations, WSVA-AM-FM-TV Harrisonburg, Va.*

An idea for syndicators

EDITOR: Why don't the producers of syndicated film offer stations alternative forms of credits on their films? As things stand now, the credits are generally white letters supered over a scene from the show. This is fine in some applications.

However, if they could offer us also a print of just the super, white letters on black, we could super the credits locally over our sponsor's logo (as on network films) which would tend to cut down on the local station's cutting of the credits.—*John C. Renshaw, Program Director, KSLA-TV Shreveport, La.*

GL-7629 is $2,525

EDITOR: The story on the night color telecast of the Cincinnati ball game (page 70, May 23) incorrectly listed the price of the GE image orthicon pickup tube GL-7629 as $2,025. The correct price is $2,525.—*T. M. Egbert Jr., General Electric Co., Schenectady, N.Y.*

Louis is son of Leigh

EDITOR: In your issue of May 23 (page 56), under CHANGING HANDS, you used my name in vain. The confusion is understandable. My son's name is Ralph Louis Atlass, mine is Ralph Leigh. The initials come out the same.

My son, Ralph Louis, is now with

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NEWS, exclusively

KFAX *Newsradio* is a vital new form of radio programming... based on the idea that *complete* coverage of today's events is important to the listener... that he wants the *whole* story, not just a headline... that News should be available *any* time, not limited to "on the hour."

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KFAX *Newsradio* is *ear*-edited... embracing all areas of News and News Features — International, National and, above all, Local. Expert commentary, editorials, news of sports, travel, business, labor, theatre, women's affairs, service features — weather, time, sports scores... all are components of this total news concept.

KFAX *Newsradio* is *commercial* radio, in the higher meaning of the word. The audience *listens* to News... *and to the sales message* surrounded by News. Check Raymer for availabilities, *every one with a News adjacency.*

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GIL PALTRIDGE, Executive Vice-President and General Manager

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YOU
KCAN'T
KCOVER
TEXAS
without
KCEN-TV

WATTS UP, DOC?

We're the only maximum power 100,000 watter in in the Waco-Temple market! (And our antenna is 833 feet up!)

NBC
CHANNEL
KCEN-TV
TEMPLE WACO

BLAIR TELEVISION ASSOCIATES
National Representatives

AM Radio Sales Co. He has resigned to move to Durango (where he has purchased KIUP for $330,000 from R.E. O'Brien and associates).

I am holding down the vice president-Chicago area job for Westinghouse Broadcasting, which includes WIND. I have been with WIND over 30 years now . . . —*Ralph Leigh Atlass, Chicago.*

Blow at plugs and freebies

EDITOR: There is one bright aspect to the recent FCC public notice (which requires on-air identification of free program material; March 21, page 55). At last broadcasters will have a good solid brick wall for the tons of "public relations" material to run up against. The agencies and companies (including the biggest and best) who flood our desks with this material have received an occasional irate letter from every broadcaster I suppose. Most of it goes into the waste basket.

Now is the time to write every one of these people. Certainly now they should realize the money is being wasted. It represents business stations would welcome and the companies would start getting something for their money.—*Bill Holland, General Manager, WMTN Morristown, Tenn.*

Talent income, expenses

EDITOR: I have wanted to write much sooner than this to thank you . . . for the wonderful article you published about me (page 47, May 16 issue, "The tv girl who wears glasses," a dollars and cents report on the cost of being talent). . . . I have had many excellent comments on the article and am proud to have appeared in BROADCASTING.—*Joyce Gordon, White Plains, N.Y.*

Single rate card

EDITOR: Regarding your article of May 30 (page 21, "The hubbub over radio-tv rates") on N.W. Ayer's conference. Accept a sincere amen from General Manager Walt Dennis and myself on the subject of single rate card. KLFD went to the procedure effective May 15, 1960, and the response has been more than gratifying. Makes sense in all ways for everyone.—*Marlin D. Schlottman, Commercial Manager, KLFD Litchfield, Minn.*

PLAYBACK

QUOTES WORTH REPEATING

Responsibility of broadcasters

Albert J. Nevins, M.M., editor of Maryknoll, *in a Notre Dame, Ind., talk commemorating the anniversary of* Ave Maria *magazine earlier this month, spotlighted areas where communications media are failing in their responsibilities. He had this to say of broadcasting:*

Television is a victim of its own economics. Leadership in programming has been surrendered to the huckster. Advertising agencies develop their own shows, sell them to the sponsor and deliver them pre-packaged to the network. . . .

In the prime evening hours the American people are fed a regular diet of unreality that separates them from the urgent problems of the world, and this created insularity cannot be offset by a news special once a week or less. Moreover, with the general type of material that is regularly presented, the taste of Americans is being cultivated on a very low level. . . .

Radio stations make much of the circumstance that they are presenting an abundance of news "every hour on the hour." But a five-minute hourly summary of news really gives very little in the way of understanding, particularly when the five-minute news summary takes up to 2½ minutes of time for commercials. . . .

A great deal of creativeness has gone out of radio because of television. It is not that creative minds are not present but there has been a subconscious surrendering of the medium to television. Programming for the most part consist of music, sports events and headline news. Radio has its own unique role to play in alerting the people of America to their responsibilities and challenges. In the areas of investigation and interpreting, it should have no peer, simply because it does not have the practical problems of television—bulky equipment, padded crews and the consequent high costs. And because it is two-dimensional, it can in many ways do a more effective job than the newspaper. It is a vital medium and it is unfortunate that its own purveyors all too often approach it as if they were going to an Irish wake. . . .

BROADCASTING

SUBSCRIPTION PRICES: Annual subscription for 52 weekly issues $7.00. Annual subscription including Yearbook Number $11.00. Add $1.00 per year for Canadian and foreign postage. Subscriber's occupation required. Regular issues 35¢ per copy; Yearbook Number $4.00 per copy.

SUBSCRIPTION ORDERS AND ADDRESS CHANGES: Send to BROADCASTING Circulation Dept., 1735 DeSales St., N.W., Washington 6, D.C. On changes, please include both old and new addresses.

THE CLIMATE IS HOT AS H---!

You hear a lot of talk these days about "the climate" being right for a series of public service specials—or some more of the "Sunday Semester" programs being spilled off into prime weekly time.

Well, the climate is "right" fellows; it's hot as you know what — and that warm air you feel wafting around your head isn't from the Gulf Stream or the Pacific Current. It's from Washington, D. C. — from your State Capitol — from your local groups — and it's generally referred to as "the heat's on!"

So what do you do when the temperature rises? You slow down, toss in a couple of "cool programs" and wait for the whole ridiculous thing to get back to normal! Right?

NO! That's not right! In fact, it's so obviously wrong that every intelligent person in this industry is concerned about it. Can TV programmers achieve "balance" without losing audience? Are there sponsors for *every* worthwhile program — regardless of the rating potential? Is it out-of-line to expect TV sales departments to dig harder for clients to bankroll the tough sell shows?

We think we know some of the answers . . . because we've done it! We at Trans-Lux have introduced the Encyclopaedia Britannica Film Library to some 30 million families by SELLING it to TV stations in most of the key cities. Dramatic proof of widespread acceptance!

And if we can do it — *you* can do it! You can produce programs of broad interest and appeal — slotted in good time — and there's a sponsor in your area who'll bankroll it! But it takes work.

Are you interested? Let us tell you "our secret." Call or write today.

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On The Gulf Coast

THE BIG ONE

Takes the *Measure*

WKRG-TV

CHANNEL 5 MOBILE, ALA.

Call Avery-Knodel, Representative,
or C. P. Persons, Jr., General Manager

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

June 13, 1960
Vol. 58 No. 24

TV: NEW PRODUCTS' LAUNCHING PAD

Advertisers use television as testing ground for new goods

Dozens of potential million-dollar brand advertisers are currently feeling their way in television tests in markets around the country.

A total of 49 new products are known to be in television today—and of this number 28 are either testing or in the first phases of introduction.

Obviously nearly all of these 28—discarding the few regionals among them—are aiming for national distribution and have picked television as one of the basic means of achieving it. Many will get there by the fall.

Full facts are hard to come by in television testing; advertisers and agencies work with maximum concealment to keep competitors from moving in before new products get a foothold. But by careful checking BROADCASTING has assembled this report.

The Run-Down ■ Of the 49 new products identified on tv, 12 are close to full distribution and 9 are in the transitional phase past introduction but not yet within sight of reasonable distribution.

Some products have tested for more than a year without moving out of a few markets. This apparently is par for the new product course for certain advertisers. It's noted by one operative that Procter & Gamble tested Zest Beauty Bar for four years before the product achieved national distribution.

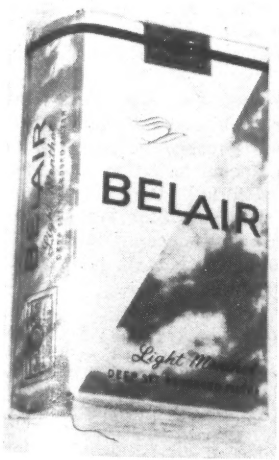
P&G has an outstanding record of new product introduction. On tv now, P&G is testing at least four new products and has just completed its introduction of a fifth.

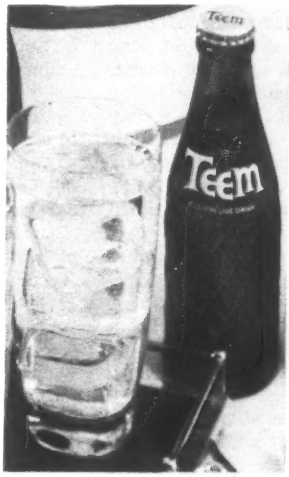
Products such as Mennen's Sof'stroke shave cream, Brown & Williamson's Belair cigarettes, Simoniz's Tone Spray furniture wax and General Foods' Yuban coffee were relatively unknown at this time a year ago. Now they are household product names in many population centers around the country and familiar to millions of viewers.

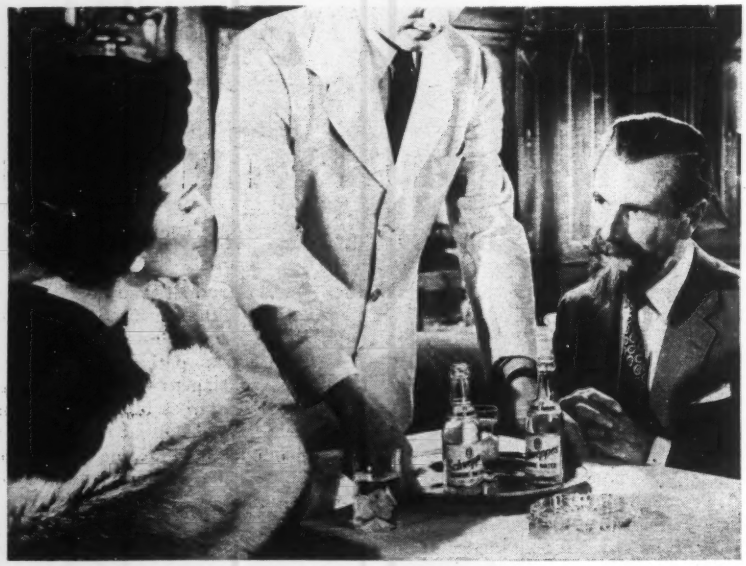
Yuban in its path toward national sales last year spent over $1 million in spot tv alone (gross billing at the one-time rate). A substantial number of the new products now testing can reasonably be expected to duplicate or exceed this volume.

Undercover ■ Secrecy shrouds the movements and activities of new products, and the people charged with their responsibility.

Young & Rubicam, for example, for months worked in New York under maximum security on ad plans for a new mouthwash, Johnson & Johnson's Micrin. To keep the product out of sight and off the martini-loosened tongues of uninvolved executives, the agency kept samples locked in filê cabinets. Micrin now is establishing itself







Aimez-vous Schweppes? ■ Comdr. Edward Whitehead, president of Schweppes (USA) Ltd., strikes up a friendship aboard the Orient Express in this 60-second drama starting now across the country after a New York premiere last month. The commander, virtually alone among national advertisers also to be classed as talent, tries haltingly to explain "le Schweppervescence" in French, only to discover his companion (model Carmen) speaks English. The commercial runs five to six times a week in some 20 markets for eight weeks. Ogilvy, Benson & Mather, New York, Schweppes' agency, produced this and another minute commercial set in an English men's club, starring actors Reginald Denny and Melville Cooper with the commander. The Orient Express playlet continues an international intrigue theme established in 1957 with the "Madame X" commercial which won a Sylvania award.

in test markets (CLOSED CIRCUIT, April 18, and see below).

There's this tale told on Madison Avenue: A station in upstate New York (one of the favored areas for tv testing) received a filmed commercial for a product from an agency. When the film was run on the air, station management was surprised to find the product advertised did not correspond to the product name labeled on the can of film, and was unknown to station people. The advertiser there was testing under maximum U-2 conditions.

The full list of products, identified as new to tv and each checked for additional detail, follow (dollar figures represent gross time billing by each product where recorded for spot tv in 1959):

Alberto-Culver, Chicago. Product: **Tresemme** hair coloring. Originally tv tested in Miami last October and is now receiving benefits of cross-plugging on A-C's 13 daytime and nighttime network properties. The Miami test had been followed by spots in the top 25 markets (campaign has just ended) on behalf of all A-C products including Tresemme which first met the public in professional beauty shops where it has been sold for more than a year. In addition to network, the product apparently is being aimed for the top 50 markets in which 8-12 spots weekly per station are scheduled. Agency: Wade Adv., Chicago.

Bon-Ami Co., New York. Products: **Bon-Ami All-Purpose** household liquid cleaner and Bon-Ami **Dust 'n Wax** aerosol furniture polish. One of these —the cleaner—is in television, the other is not. Both are new, the cleaner already in limited regional distribution for the past six to eight months. Mainly the liquid cleaner is in a 300-mile radius of three manufacturing points: Newark, N.J.; Hobart, Ind., and Los Angeles. The furniture polish is close to national distribution, and while not a tv-user is in spot radio. Agency: Cole, Fischer & Rogon, New York.

Bristol-Myers Co., New York. Products: **Count 4!** an antacid; **Fortisun** cold medicine drink; **Excedrin** tablets, extra-strength pain reliever.

These products are all in test markets, though Count 4! already has had a network push on *I've Got a Secret* and *Hitchcock*. The last named began testing via spot tv in the Midwest May 1. Fortisun and Excedrin are in the top secret drawer, but both products are in test phases. Agencies: Ogilvy, Benson & Mather, New York, for Count 4!; Young & Rubicam for both other products. ($10,630 by Fortisun, $36,520 by Excedrin.)

Brown & Williamson Tobacco Co., Louisville. **Belair,** light mentholated, recess-filter cigarette, and **Kentucky Kings,** a new all-tobacco filter. Of these two, Belair has just broken nationally (week of May 23) while Kentucky Kings still tests in markets in southwest Florida and Kentucky. Both brands are spot tv users, while Belair also is in network. Agency: Ted Bates, New York.

Cola-Cola Co., Atlanta. Products: **Veep** bottled by Coca-Cola Bottling Co., New York, which is a lemon and lime drink and **Fanta** flavor line bottled under authority of Coca-Cola are relatively new in this area. Veep also is franchised to other bottlers under various labels. Agency: McCann-Erickson for Coca-Cola parent; William Esty, New York, for New York bottler, and various agencies for other bottlers. ($4,400 by Veep.)

Colgate-Palmolive Co., New York. Product: **Spree** beauty bar. Spot tv is the chief medium for this product that's been test-marketing for a year. It's in four or five markets in northern Florida, the same in western Michigan and in Columbia, S.C. The soap is "a new bath and beauty bar." This product will be gradually expanding its markets. No timetable set for the product to go national. Agency: McCann-Erickson, New York. ($168,880 by Spree.)

Calgon Co., Pittsburgh. Product: **Calgon Bouquet,** a scented powder to soften water for bath. It is in selected markets with tv spot testing originating in Spokane and Seattle. Agency: Ketchum, McLeod & Grove, Pittsburgh.

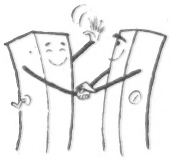
Corn Products Co., New York (Best Foods Div.). Product: **Cornette** margarine. This is margarine with a corn oil base. It's being tested on spot tv in Syracuse, Peoria, Portland (Me.), Wichita, Erie (Pa.), Fort Wayne. Expansion hasn't yet been "developed." Agency: Lennen & Newell, New York. ($18,410 by Cornette.)

Ford Motor Co. (Mercury division), Dearborn, Mich. Product: **Comet** compact car. Nearly all of the U.S. economy cars are new to tv products, having entered in the 1960 model year but Comet actually made its debut during

the case of the duplicate products

Not long ago one of the stations we represent had a worrisome (but not necessarily uncommon) problem on its hands. This involved the conflict between a new gasoline sponsor on the network and a long-term gasoline spot advertiser using a quarter-hour news strip in the early evening.

It might have cost the station considerable revenue. But an HR&P salesman resolved things quite handily. First, he worked out a switch for the spot advertiser to a later newscast. Then he took a non-conflicting sponsor from a competing station and put him into the earlier time. Finally, to round things out, another HR&P salesman signed up a third advertiser for a five-minute weather show made available by the shift.



Result: The station not only kept the original news strip sponsor but also added two *new* advertisers sponsoring ten programs a week!

CHALLENGES LIKE THIS aren't unusual at HR&P. That's one reason why we choose our salesmen for their creative ability and resourcefulness. Another is because – representing *one* medium only – we have no barriers to wholehearted creation of new business for the spot TV field.

Uniquely, you see, we can afford to be creative *both* ways – for the stations we represent, and for spot television alike.

Burt Adams,
New York office

HARRINGTON, RIGHTER & PARSONS, Inc.

NEW YORK · CHICAGO · DETROIT · ATLANTA · BOSTON · SAN FRANCISCO · LOS ANGELES

this year. In the spring, Comet commercials appeared in network telecasts of *Leonard Bernstein & the New York Philharmonic* (CBS-TV), *Ford Startime* (NBC-TV) and *Wagon Train* (NBC-TV). Agency: Kenyon & Eckhardt.

E. & J. Gallo Winery, Modesto, Calif. Products: **Ripple,** a carbonated wine in white and red, and **Gypsy Rose,** dark-colored sweet wine. Gallo by habit is broadcast-minded with a large percentage of its ad budget in radio-tv. Ripple was introduced about four months ago and uses spot tv in New York, San Francisco and Los Angeles markets. It's expected to follow other introductions by Gallo, most successful of which was Thunderbird (colorless wine for high balls and cocktails) which began in Pennsylvania three years ago and now is in major markets. Gypsy Rose is in introduction in selected markets. Agency: BBDO, San Francisco. ($11,850 by Ripple; $3,410 by Gypsy Rose.)

General Foods Corp., White Plains, N. Y. Products: **Yuban** regular and instant premium coffee; (Post Div.) **Grapefruit Flavor Tang,** a breakfast drink. Yuban is familiar to most people but has not yet as attained full national distribution. In various sections of the country, the product is in different phases of introduction. The product is very active in tv (more than $1 million gross time billing in 1959 in spot tv alone). Grapefruit Tang, currently in introduction, breaks June 26 in Indianapolis, Atlanta, Omaha and still other markets (two sizes: 7 and 14 oz.). A predecessor product: **Tang** concentrated food drink (instant breakfast drink) that appeared first in October 1957, went national in June 1958.

Heart of Oats cereal and **Oat Flakes,** both through the Post division. Both products are testing, Oat Flakes being the stronger of the two cereals. Some spot flights have been placed for Oat Flakes, which has been testing for the past six months, and has been promoted heavily in network (via cut-ins on GF shows where product is in distribution). Heart of Oats mainly is on the West Coast and in spot tv. Benton & Bowles for Yuban and both cereals; Young & Rubicam, New York, for Grapefruit Flavor Tang.

General Mills Inc., Minneapolis. Product: **Twinkles,** a star shaped cereal. It's in television, though details are slim. Agency: Dancer-Fitzgerald-Sample, Minneapolis-New York.

Johnson & Johnson, New Brunswick, N. J. Product: **Micrin,** a mouthwash. A hush-hush product designed to compete head-on with Listerine, Micrin is kept quiet except in Columbus, Ohio; Portland, Ore., and Eureka-Redding and Sacramento, Calif., the test markets where it's being touted in tv spot. Though J & J executives shush talk about the product's future, the company is know to hold great promise for Micrin. Agency: Young & Rubicam, New York.

S. C. Johnson, Racine, Wisc. Product: **Klear** floor wax. Though in some media bookings this one might be classified as an oldie, Klear actually continues to gain new markets from time to time on a seasonal basis. It was introduced in the Northeast (principally New England) three years ago, went national February 1958 and is on network shows, is active now in spot (as many as 25 markets). Though it's nearly national in scope, it wasn't very active in spot tv a year ago. Agency: Foote, Cone & Belding, Chicago. ($312,580 by Klear.)

Lestoil Products, Holyoke, Mass. Product: **Lestare** household powder bleach. This product has been in selected markets, mostly in the eastern section of the country but now being introduced in California (Los Angeles and San Francisco) via saturation spot tv. Agency: Jackson Assoc., Holyoke.

Lever Bros., New York. Product: new **Spry.** An improved version of the shortening that's designed for lighter, fluffier cakes with reduced calorie content. It's testing in Philadelphia and Pittsburgh. Agency: Kenyon & Eckhardt, New York.

Lucente Enterprises Inc., Youngstown, Ohio. Product: **Orbit** toothpaste (rocket-tube design for children appeal). Orbit debut was Oct. 5, 1959, in Youngstown, supported by about 45 spots per week for one month. At first it moved slowly but when company reduced price from $1.19 to 79 cents, Orbit took off in sales. It entered Pittsburgh (at the new price) on Nov. 8, 1959, using 8-9 spot tv announcements per week, next it took on Fort Wayne and Cleveland and now also is in Cincinnati, Buffalo, Detroit and Columbus with its national disrtibution hopes set by the fall of 1961. Agency: Jack T. Sharp Adv., Cleveland.

Mennen Co., New York. Product: **Sof'stroke** shave cream. Though very much out of the testing phase and in the national picture (started nationally February through March), Sof'stroke is new to television this year. It is in major markets in spot and is on the NBC-TV *Jack Paar Show*. Nearly the whole budget is in television. Agency: Grey Adv., New York.

Miles Labs, Elkhardt, Ind. Products: **Arident** decongestant tablet and **Chock** vitamins. Tv testing for Arident started last October in Dayton, Columbus, and Cincinnati, all Ohio, and later added Wichita and Kansas City, the campaigns still running for an indefinite period. The Chock vitamins introduction was launched in March 1959 in Dayton, Indianapolis and Sacramento, adding Des Moines, Davenport and Omaha only this past February. The pattern of future distribution is uncertain. Agencies: Henderson Adv., Greenville, S. C., for Arident; Wade Adv., Chicago, for Chock vitamins. ($48,320 by Arident, $33,460 by Chock vitamins.)

Minnesota Mining & Mfg. Co., St. Paul. Product: **Scotch Brite** scouring pad. This product originally was introduced via spot tv some two years ago in four west coast markets. It's expanded since then but 3-M and agency are closed-mouthed as to how extensive Scotch Brite has expanded. The agency has new commercials in production, often an indicator of future expansion. A spokesman for BBDO reported the spasmodic tv test drive has accomplished an "excellent job" in creating product awareness. Agency: BBDO, Minneapolis. ($125,000 by Scotch Brite.)

Grove Labs, St. Louis. Product: **Shut-Eye** sleeping tablet. This product is testing since Jan. 25 in Des Moines, Grand Rapids and Indianapolis, using 8 spots per week in each market with the campaigns to continue until the end of August. Shut-Eye then will pick up speed, expanding either market by market or regionally in the Midwest. Agency: Gardner Adv., St. Louis.

Pepsi-Cola Co., New York. Products: **Teem,** a lemon and lime drink

ARBITRON'S DAILY CHOICES

ARB

Listed below are the highest-ranking television network shows for each day of the week June 2-8 as rated by the multi-city Arbitron Instant ratings of America Research Bureau.

Date	Program and Time	Network	Rating
Thur., June 2	Summer on Ice (9:30 p.m.)	NBC-TV	19.6
Fri., June 3	Twilight Zone (10 p.m.)	CBS-TV	20.3
Sat., June 4	Gunsmoke (10 p.m.)	CBS-TV	26.4
Sun., June 5	Ed Sullivan (8 p.m.)	CBS-TV	25.3
Mon., June 6	Ann Sothern (9:30 p.m.)	CBS-TV	21.8
Tue., June 7	Garry Moore (10 p.m.)	CBS-TV	24.6
Wed., June 8	Wagon Train (7:30 p.m.)	NBC-TV	25.4

Copyright 1960 American Research Bureau

Take the strongest local sports programming in the Carolinas; team it up with the stand-outs of both NBC and ABC. It figures—another winner in the format that's changing things in Charlotte television. Here in America's 25th largest television homes market you can get more for your advertising dollar on WSOC-TV.... One of the great area stations of the nation.

WSOC-TV

CHARLOTTE 9—NBC and ABC. Represented by H-R

WSOC and WSOC-TV are associated with WSB and WSB-TV, Atlanta; WHIO and WHIO-TV, Dayton

and **Patio** flavor line. As in the Coca-Cola pattern, these are packaged and formulated by Pepsi and introduced via the local bottler with expansion progressing market by market. Patio is active in Kentucky. Pepsi's agency: BBDO, New York; bottlers' agencies vary. ($30,170 by Teem.)

Phillips Petroleum Co., Bartlesville, Okla. Products: **Flite-Fuel,** new gasoline brand, **Trop-Artic,** new motor oil. Phillips for both products has entered 75 tv markets where it is sponsoring news and weather reports and is in 45 additional markets with tv spots. Campaigns are confined to Phillips' territory covering 36 states. Agency: Lambert & Feasley, New York.

Procter & Gamble Co., Cincinnati. Products: **Salvo** detergent tablet; **Bridget** liquid detergent; **Thrill** light-duty liquid detergent; **Gain** heavy-duty liquid detergent, and new push-button **Lilt** hair spray.

All except Lilt are brand new and in the testing phase. Lilt is a new version of a product that's been on the market for some years. Salvo is a tablet detergent that can be dropped in the washing machine to bring up suds, has been testing since Feb. 1 on tv in San Diego and Oklahoma City. Its use of tv: substantial.

Bridget and Thrill are limited both in testing and in tv, Bridget in Omaha and Thrill in Cincinnati plus another unidentified market. Gain started March 14 in New York including upper New York State and also on a limited test basis. Lilt push-button tested in Indianapolis and Cleveland last November now has earned national distribution classification, primarily is in network though supplemental spot tv is expected.

Agencies: Leo Burnett, Chicago, for Salvo; Dancer-Fitzgerald-Sample, New York, for Bridget, Thrill and Gain, and Grey Adv., New York, for push-button Lilt.

($47,080 by Bridget, $80,130 by Thrill.)

Joseph Schlitz Brewing Co., Milwaukee. Product: **Old Milwaukee** beer. This product aims for national distribution along the lines of Schlitz beer. A $1.5 million account, Old Milwaukee has intensified its tv test campaign in such markets as Richmond, Dallas-Fort Worth and Tampa-St. Petersburg, running up to 20 spots weekly on at least two stations in each market area. Its introduction was made via television in Michigan (Detroit, Bay City, Lansing, Cadillac, Grand Rapids and Kalamazoo) as well as in Sheboygan, Wis. Agency: Gordon Best, Chicago.

Scott Paper Co. Chester, Pa. Product: **Wonder Wrap,** polyethylene film specially treated food wrapper. The product is on grocers' shelves in San Diego and has been tested in Indianapolis and Albany, N.Y. Though officially advertiser-agency keep mum, it's known that the product had begun an 18-week tv spot campaign in San Diego using 8 one-minute spots weekly, with 30-second spots on alternate weeks set for *Father Knows Best*. It may go national by yearend. Agency: J. Walter Thompson, New York.

Singer swinger

Mrs. Walter Odegaard, assistant manager of the Singer sewing machine center in Devils Lake, N.D., (population 8,000) won first place in the company's international contest for the woman who sold the greatest dollar-volume's worth of machines. "I give all the credit to radio," says she. For the pre-Christmas promotion the store concentrated its entire advertising budget on KDLR Devils Lake. Six hours of live broadcasts weekly from the center were combined with a modest saturation package of spots. Mrs. Odegaard, whose total sales were double those of the runnerup in the contest which included all 50 states and Canada, received almost $1,000 in prizes during the live broadcast schedule, the store did the biggest week's business in its history, KDLR reports.

Simoniz Co., Chicago. Products: **Tone Spray** furniture wax and **Wax-2-O,** a wash and wax auto product. The latter is the newer of these two products. It's yet to appear but watch for commercials on NBC-TV's *Jack Paar Show* along with a supplemental spot tv campaign that will run in Chicago, Pittsburgh and other unidentified markets. Tone Spray has just about accomplished national distribution, began in March with participations in CBS-TV daytime and in mid-April in ABC-TV's daytime programming along with spot exposure in Peoria, Ill., and Columbus, Ohio. Agency: had been Young & Rubicam with new agency now being selected to take over about Sept. 1.

Sun Oil Co., Philadelphia. Product: **Sunoco Blend 200X** gasoline. For this new gasoline, Sun Oil has set a spring push in 40 tv markets (and in 60 radio markets). Agency: William Esty, New York.

Union Carbide Corp., New York (consumer products division). Product: **Prestone** car polish. The Prestone new product line reportedly runs as high as 22 in total but Prestone car polish is the one that is getting the advertising attention. It's a high-silicone polish in a newly designed container, arrived in spot tv this past spring in 25 major markets using minute spots daily in late evening hours. Agency: William Esty Co., N.Y. ($323,240 by Prestone polish.)

The Wander Co., Chicago. Product: **Sportsbar** candy bar. From the maker of Ovaltine, comes a new product that's been in spot tv testing only since early April. It's indicated that the new 10-cent candy product is in spot in Columbus (where it began) and in Green Bay, Wis., with 5 to 10 spots being used each week per station. Plans for national expansion await test results at the end of this month. Agency: Tatham-Laird, Chicago.

Wonder Drug Co. (subsidiary of Drug Research Corp.), New York. Product: **Positan,** a suntan lotion. It started in spot tv on the West Coast and in the South in mid-March, now in varied markets, started participations in *American Bandstand* on ABC-TV in mid-April and now is distributed in Miami, southwest Texas, Portland, Ore., Boston, Baltimore, in Ohio and in New Orleans. Agency: Kastor, Hilton, Chesley, Clifford & Atherton, New York.

W. F. Young Inc., Springfield Mass. Product: **Absor'breath,** a mouthwash product in powdered form. This new brand comes in a pouch with individual packets each containing the mouthwash powder with sanitary cup (three in each packet). It broke in the beginning of the year and is in spot tv in Syracuse; Omaha; Columbus, Ohio, and Kansas City. A major market will be entered in a few months. Agency: Winford-Wulff, Springfield. ($3,760 by Absor'breath.)

GM to co-sponsor '60 World Series

General Motors Corp. announced Thursday (June 9) that it would co-sponsor this fall's World Series with Gillette Safety Razor Co. on NBC-TV and NBC Radio, along with two traditional post season football classics, the Blue-Gray and Rose Bowl games.

An unofficial estimate placed GM's billing—which is institutional and handled by McCann-Erickson—at $2.5 million on the purchases.

The GM sports sponsorship was seen as a *coup* for McCann-Erickson in obtaining the handling of GM institutional, most of which in the past has been handled by D.P. Brother or Campbell-Ewald. All three of these agencies have GM business; McCann-Erickson's GM client is the Buick div.

MEMO TO:

McCann-Erickson
N. W. Ayer & Co.
and all other agencies and time buyers....

The recent furor over rates (national vs local), "special deals," and rate-cutting practices has left us a little sick. With our objective being "to faithfully serve the buyer" of WAM-E in Miami, we feel it is not enough to proclaim that *we* have not been guilty of these undesirable practices —nor of another grave abuse—multiple spotting. In order to be most emphatic, the management of WAM-E in Miami has announced that effective July 1, 1960 there will be only ONE RATE CARD for this station, with ONE PRICE TO ALL, local and national identical. And like the cards which preceded this, the published rate will be strictly adhered to. We also guarantee that there will be NO TRIPLE SPOTTING on WAM-E in Miami—EVER! We hope that the other stations in our service area will adopt a similar policy.

NAT. REP.
AVERY-KNODEL, INC.
NEW YORK • ATLANTA • DALLAS
DETROIT • SAN FRANCISCO
LOS ANGELES • CHICAGO

A GOOD PRACTICES STATION

wam-e
Chamber of Commerce Bldg.
Miami, Florida

AFA 'TRUTH' MANUAL GOES TO WORK

Convention goal is to acquire all-level advertising 'climate control'

Advertising is emerging from a season of agony with a new weapon and new courage.

The *Advertising Truth Book* was offered to a thousand ad practitioners at the Advertising Federation of America's 56th annual convention last week in New York. Reassuring words also were on the agenda.

Admen were counseled not to be the goats in society's guilt complexes. Some of the statesmen and thinkers who addressed the four-day assembly (June 5-8) even conceded advertising is an honest and vital calling.

The major gathering, staged this year at New York's Astor Hotel, was concerned with practical business as well as national and international aspects of advertising.

James A. Farley, general convention chairman and chairman of the board of Coca-Cola Export Corp., set the convention theme, "Advertising Works for Freedom", pledging the group to "truth, good taste, integrity, creativity and good old-fashioned American know-how."

Chairman's Challenge ■ At Convention end, General Mills' advertising vice president, James S. Fish, who had been reelected AFA board chairman, summed up the year's accomplishments and goals in a call for "year round climate control for advertising." He listed AFA achievements on education, legislation and public service fronts and renamed the legislation-government relations function "advertising freedoms."

Mr. Fish proposed two federation undertakings, Project Able and Project Baker. The first would incorporate elements of a project advocated by Dr. Kenneth Wells, president of the Freedoms Foundation, who asked for a broad effort to promote patriotic and economic ideals of freedom. Mr. Fish called Project Able "a major effort" to sell the American way of life. He suggested adapting the federation's initials to "Advertise for America." The theme will enlarge on Advertising Week and details will be announced in the fall.

Explaining the next project, Mr. Fish said the Baker flag in the Navy was the danger flag. Project Baker would enlarge the AFA mid-winter conference in Washington to embrace all of advertising and to provide an annual inventory of advertising freedoms.

The chairman sent local club association and company members of the AFA home with a challenge to implement national goals at the local level.

Truth Code ■ "The Advertising Federation of America is finally nailing down this abstraction called 'truth,' " AFA Vice Chairman John P. Cunningham, chairman of Cunningham & Walsh, told the convention. "Out of the blurred montage of rigged quizzies, Van Dorens, payola, plugola and congressional investigations has gradually come a clear course of action for this federation." Crediting the AFA's counsel, Morton J. Simon, who compiled the "truth" manual, Mr. Cunningham said, " 'Truth in advertising' is now codified into a usable tool—an instrument which will compute honesty." It will fortify advertising generally and particularly local club policing, he promised.

A cornerstone is cooperation with the Federal Trade Commission, Mr. Cunningham believes. "Any philosophy that says, 'wait till the police move against us—after the deed is done," is a philosophy of adult delinquency," he told the group. Establishment of the truth standards is the first of a four-part program of self-control. The other parts: formation of ethics commitees in clubs to keep the plan in operation, continuous policing in cooperation with local Better Business Bureaus and formation of local Advertising Panels, representing all advertising interests, to administer the code with Better Business Bureaus and advertising clubs.

He stressed the preventative nature of the program and called it a long stride in local advertising, which accounts for more than half the country's $11 billion industry. Nationally the AFA will continue to work with the Assn. of National Advertisers and the American Assn. for Advertising agencies.

Finally, AFA recognizes its obligation to newcomers in the business, and "that is why this plan must be put into effect now and continuously—so that we in advertising today may leave behind us on the work bench for those who come after us, a clean, sharp, useful instrument and not a dull and tarnished tool," Mr. Cunningham concluded.

Official Blessing ■ Earl W. Kintner, Federal Trade Commission chairman, said that "armed with this manual, the regulatory bodies of local advertising clubs need never operate in the dark." It is incumbent on them to use it, he added.

Earlier on the program, Mr. Kintner, speaking hoarsely after a heavy schedule of travel and speeches (150 speeches around the country and 200 radio and tv tapes in the past eight months), said that in his contacts with many business leaders he perhaps had found more idealists in advertising than any other field. He reviewed work of the trade commission and advertising self-regulation.

This year could rank with 1911 as a

Adams and Billingsley elected to Advertising Hall of Fame

Annual awards made at the 1960 AFA convention included:

■ James R. Adams, board chairman of MacManus, John & Adams, Detroit, at the time of his death in 1956, and Allen L. Billingsley, president of Fuller & Smith & Ross, New York, from 1929 until he died in 1954, were elected to the Advertising Hall of Fame. The Adams plaque was presented to his son, Charles F. Adams, executive vice president of MJA. Robert E. Allen, president of FSR, accepted the Billingsley presentation. The Hall of Fame, started in 1949 and maintained at the advertising Club of New York, now lists 31 men and one woman.

■ AFA Awards for Public Service went to Theodore S. Repplier, president of The Advertising Council, Washington, D. C., and Graham Palterson, publisher and board chairman of the Farm Journal Inc., Philadelphia. The awards are for "leadership of major significance" in public service and human welfare.

■ Advertising Woman of The Year is Genevieve (Hap) Hazzard, account executive of Campbell-Ewald Adv., Detroit. The AFA Council on Women's Advertising Clubs cited her women's promotions for Chevrolet.

"landmark in the history of this industry's efforts to justify its freedom," Mr. Kintner told the convention, referring to the year the AFA started the Better Business Bureau movement. He indicated "cautious optimism" about the ethical state of advertising, but asked practioners not to rest on their laurels, telling them, "they have not yet been fully won. The need for speed and effective action has not lessened one whit." He asked AFA members to exert a common moral force against "the jackals of advertising."

Reviewing commission action after quiz and payola scandals, Mr. Kintner said the year saw commission activities against all forms of deceptive advertising reach record heights. Monitoring is being increased in all media, Mr. Kintner advised the group. The FTC has asked Congress for a modest money increase and expects to get it, he said. He directed attention to a pending complaint against the S. Klein store which should clarify jurisdiction between national and local advertising. "Putting it bluntly, can there be and should there be two standards for advertising in the same media," the regulator explained.

A national board member of the Assn. of Better Business Bureaus, G. Duffield Smith, BBB executive vice president in Dallas, Tex., brought along to the meeting an ABBB "declaration of responsibilities." The body asks national and local action to get advertisers to accept responsibility to prove claims, media to take responsibility to require proof, the Better Business Bureau to take responsibility for mediating questioned advertising and all cooperating groups to implement the proposal. The ABBB also would like to channel "good taste" complaints nationally and locally to business groups ready to handle the problem and call for a conference on the "principles"

Washington Report ■ AFA's Washington vice president, Donald J. Wilkins, summarized action on the Potomac "front line," saying that on June 1 the Senate had pending 18 bills affecting advertising and the House of Representatives more than 100. Of these, the number "designed to hamstring advertising" is an omen of bad days ahead, he warned listeners. In the past eight months there were 13 different series of Washington hearings in which advertising had a stake, Mr. Wilkins said, nine in Congress and four by federal agencies, and this is only the beginning.

"The idea is catching on and we can expect to share the limelight with many a photogenic committee chairman during the months to come," he promised.

The AFA is working with such groups as ANA and NAB to fight detractors of advertising in the Capital, Mr. Wilkins reported. He asked the AFA to strengthen its stand in Washington and, more importantly, to demonstrate to congressmen that "advertising has its grass roots in Main Street, USA," and that advertising men are responsible community leaders.

Truth code ■ AFA Vice Chairman John P. Cunningham (r), chairman of Cunningham & Walsh, looks over *The Advertising Truth Book* with FTC Chairman Earl W. Kintner (c) and C. James Proud, AFA president-general manager.

Who's To Blame ■ "Only the magnificent conceit of the advertising man allows him to take the blame for the immorality" of all show business, Bryan Houston, president of Fletcher Richards, Calkins & Holden, said in a speech on creativity in a business-oriented atmosphere. While not asking listeners not to excuse misrepresentation, Mr. Houston described a situation where "because public education and public concern with public health was advanced a little faster than the morals of the medicine show, we find the advertising business calmly taking the blame for not having single-handedly reformed the medicine men, the second oldest profession in the world."

"Advertising," Mr. Houston explained, "is inherently and necessarily more honest than other forms of commerce. For a simple reason. Dishonesty cannot continuously bring in repeat customers, which is the real backbone of American advertising. So let the blame fall where it belongs. Quit being so deadly virtuous. Quit trying to hog the limelight on the mourners bench. And for goodness sake, quit trying to freeze the creative instincts of all your good people by sitting around whining *Mea Culpa.*"

This is a "deadly virtue" inhibiting creativity, Mr. Houston said. What he calls a "deadly sin" grows out of "today multi-layered corporate advertising department and the passing of an advertisement from hand to hand until its original freshness is thumb-printed to death and its lifeblood has leaked out through thousands of niggling, nibbling changes. He said "The most expensive thing that happens to agencies and to advertisers today is the layering of negative responsibility in corporate advertising departments."

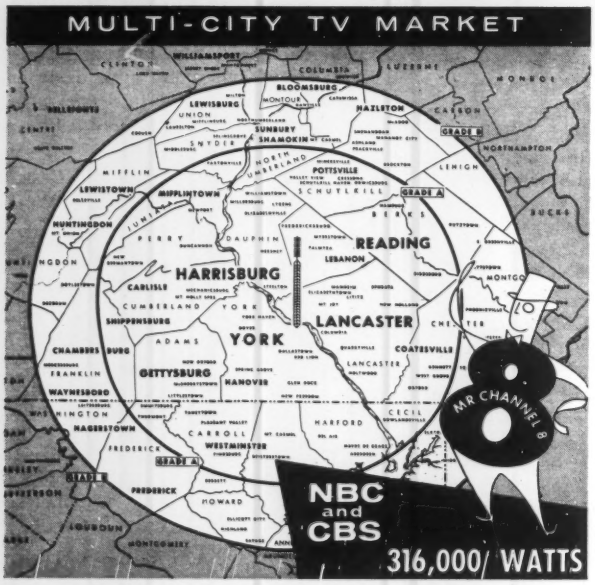
Anthropologist Margaret Mead and Max Freedman of the *Manchester Guardian* also tried to put advertising's "guilt complex" in a different perspective. Complaints about advertising and media are symptoms of a deeper growing distrust, Dr. Mead said. Just as a cranberry contamination scare masked a fear of nuclear fallout, she felt, so does talk of payola express the people's basic fear that political speeches and ghostwritten, election campaigns manipulated by advertising agencies and nothing is what it seems.

Mr. Freedman and Dr. Mead both counseled patience in a time reflecting world tensions. The journalist said that "the only thing more shocking than the television scandals was the shocking attention paid by the American people to the performers." The burden of guilt for relaxed standards should be shared by the home, the school, trade union, business federation—all of society, Mr. Freedman believes.

Tv Irritant ■ The president of Guild, Bascom & Bonfigli, in criticism directed

Everywhere people are saying . . .

KEYSTONE PRESS AGENCY, INC.



WGAL-TV

is favored by viewers in Lancaster-Harrisburg-York, plus Gettysburg, Hanover, Lebanon, Chambersburg, Lewistown, Carlisle, Shamokin, Waynesboro, and many other communities. Profit-proved for advertisers, this multi-city market is important to your selling plans.

WGAL-TV
Channel 8
Lancaster, Pa.
NBC and CBS

STEINMAN STATION
Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. New York • Chicago • Los Angeles • San Francisco

at the tv copywriter, asked relief for "a malignancy which could very well destroy advertising." Walter Guild called it triple irritation and defined it as irritation by interruption, irritation of content and irritation by repetition.

Viewers are chafing under triple irritation, Mr. Guild warned, and pointed to the fate of quiz shows after the recent scandal, to Orson Welles after the *Men From Mars* radio broadcast and to Mae West after trying "barroom gags" on the air. Triple irritation could lead to regulation of all advertising, Mr. Guild believes.

He addressed this plea to copywriters "in their native tongue": "Copywriters, here is a revolutionary old idea for relief of triple irritation miseries. Have the muscles in your typing finger become lax? Is your creative urge drooping? You may be suffering from what doctors call "ferbellious of the logus," but which we call tired layout. Do as thousands have done. Try Friendly Persuasion! In a recent survey by the United States Testing Bureau, three out of four copy chiefs recommended the ingredients in Friendly Persuasion. A survey of clients in Manchester, Mass., proved conclusively that in three cases out of four triple irritation vanished completely (or definitely improved) within 7 to 11 weeks. Why trade a client for an upset stomach? Do not risk the danger of embarrassing government regulation! Follow the advice of prominent copy chiefs and clients who have switched to Friendly Persuasion. Banish triple irritation. Try Friendly Persuasion now, and give advertising fast, FAST, FAST relief!"

Agency art directors came for encouragement by Al Capp. After a few barbs ("artists need art directors to kick them around"), the cartoonist conceded that art directors are the last outpost of classic art. With abstract "garbage" hanging on museum walls, advertising art is the only medium left to depict the world in idealized, "god-like" form, Mr. Capp is persuaded.

Irritated, Too ■ An advertiser sounded another note of copy criticism. Lewis F. Bonham, president of the Miles Products Div. of Miles Labs, said, "except for a few courageous voices which have been raised in recent months, nothing apparently is being done, that I can see, to upgrade the character and ethics of certain distasteful and disparaging advertising. Some of the competitive claims which are being made today, and particularly on television, for example, are a reflection upon media and the advertising business in general." He called on media to take action, since, "obviously, many advertisers and agencies are not going to con-

ARB

TOP 10 NETWORK PROGRAMS

Tv report for April

Rank	Rating
1. Wagon Train	46.8
2. Gunsmoke	44.1
3. Red Skelton	38.5
4. 77 Sunset Strip	37.5
5 Have Gun, Will Travel	36.1
6. Real McCoys	35.1
7. Father Knows Best	33.8
8. Ed Sullivan	32.9
9. Danny Thomas	32.6
10. Perry Mason	31.2
10. Untouchables	31.2

Rank	No. viewers (000)
1. Wagon Train	49,750
2. Gunsmoke	44,240
3. Red Skelton	39,070
4. Real McCoys	37,330
5. Have Gun, Will Travel	37,190
6. 77 Sunset Strip	36,510
7. Ed Sullivan	36,290
8. Father Knows Best	36,280
9. Danny Thomas	32,820
10. Dennis the Menace	32,460

Copyright 1960 American Research Bureau

NIELSEN

TOP 10 NETWORK PROGRAMS

Tv report for 2 weeks ending May 8, 1960

TOTAL AUDIENCE†

Rank	No. homes (000)
1. Gunsmoke	19,255
2. Phil Silvers Special	17,673
3. Wagon Train	17,402
4. Have Gun, Will Travel	14,600
5. Red Skelton Show	14,600
6. Danny Thomas Show	14,419
7. 77 Sunset Strip	13,876
8. Ed Sullivan Show	13,379
9. Perry Mason Show	12,701
10. Father Knows Best	12,430

Rank	% homes*
1. Gunsmoke	43.1
2. Phil Silvers Special	40.4
3. Wagon Train	40.1
4. Have Gun, Will Travel	31.1
5. Red Skelton Show	32.8
6. Danny Thomas Show	32.2
7. 77 Sunset Strip	31.7
8. Ed Sullivan Show	30.0
9. Perry Mason Show	28.6
10. Untouchables	27.9

BACKGROUND: The following programs, in alphabetical order, appear in this week's BROADCASTING tv ratings roundup. Information is in following order: program name, network, number of stations, sponsor, agency, day and time.

Dennis the Menace (CBS-167): Kellogg (Burnett), Best Foods (GBB), Sun. 7:30-8 p.m.

Father Knows Best (CBS-155): Lever Bros., Scott Paper (both JWT), Mon. 6:30-9 p.m.

Gunsmoke (CBS-201): Liggett & Myers (DFS), Remington Rand (Y&R), Sat. 10-10:30 p.m.

Hall of Fame (NBC-162): Hallmark (FCB), Mon., May 2, 9:30-11 p.m.

Have Gun, Will Travel (CBS-164): Lever Bros. (JWT), American Home Products (Bates), Sat. 9:30-10 p.m.

Perry Mason (CBS-150): Colgate-Palmolive (Bates), Gulf Oil (Y&R), Sat. 7:30-8:30 p.m.

Playhouse 90 (CBS-169): American Gas Assn. (L&N), Allstate Insurance (Burnett), R.J. Reynolds (Esty), Mon., May 2, 8-9:30 p.m.

Price Is Right (NBC-158): Lever (OBM), Speidel (NCK), Wed. 8:30-9 p.m.

AVERAGE AUDIENCE‡

Rank	No. homes (000)
1. Gunsmoke	18,080
2. Wagon Train	13,967
3. Have Gun, Will Travel	13,831
4. Phil Silvers Special	13,741
5. Red Skelton Show	13,424
6. Danny Thomas Show	13,379
7. Father Knows Best	11,571
8. 77 Sunset Strip	11,390
9. Rifleman	11,074
10. Price Is Right—8:30 p.m.	10,984

Rank	% homes*
1. Gunsmoke	40.4
2. Wagon Train	32.2
3. Phil Silvers Special	31.4
4. Have Gun, Will Travel	31.1
5. Red Skelton Show	30.2
6. Danny Thomas Show	29.9
7. 77 Sunset Strip	26.0
8. Father Know Best	25.9
9. Price Is Right—8:30 p.m.	25.5
10. Rifleman	25.3

† Homes reached by all or any part of the program, except for homes viewing only 1 to 5 minutes.

* Percented ratings are based on tv homes within reach of station facilities used by each program.

‡ Homes reached during the average minute of the program.

Copyright 1960 A.C. Nielsen Co.

VIDEODEX

TOP 10 NETWORK PROGRAMS
May 1-7, 1960

Rank	Rating
1. Gunsmoke	35.1
2. Wagon Train	31.9
3. Phil Silvers Special	29.8
4. Red Skelton	29.4
5. Real McCoys	28.4
6. Playhouse 90	28.3
7. Ed Sullivan	27.9
8. Untouchables	27.7
9. Perry Mason	27.5
10. Hall of Fame	27.2

Rank	No. homes* (000)
1. Gunsmoke	15,200
2. Wagon Train	13,800
3. Phil Silvers Special	12,700
4. Red Skelton	12,600
5. Real McCoys	12,100
6. Playhouse 90	12,200
7. Ed Sullivan	12,000
8. Untouchables	11,700
9. Perry Mason	11,900
10. Hall of Fame	11,700

* Listed in sequence of rating level from first table.

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Phil Silvers Special (CBS-174): Carling (B&B), Sat., May 7, 9-10 p.m.

Real McCoys (ABC-148): P&G (Compton), Thur. 8:30-9 p.m.

Rifleman (ABC-142): Miles (Wade), Ralston Purina (Gardner), P&G (B&B), Tues. 9-9:30 p.m.

Red Skelton Show (CBS-170): S.C. Johnson (FCB), Pet Milk (Gardner), Tue. 9:30-10 p.m.

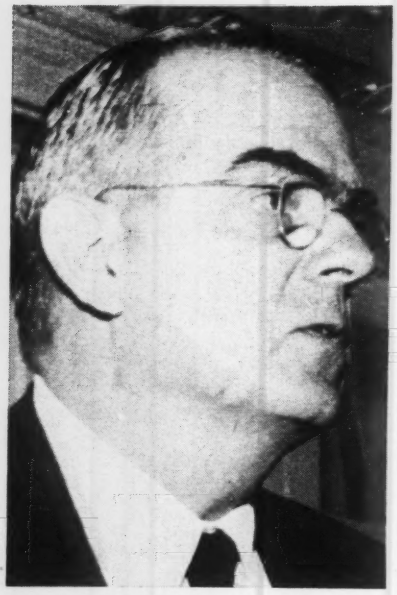
77 Sunset Strip (ABC-174): American Chicle, Whitehall (both Bates), R.J. Reynolds (Esty), Brylcreem (K&E), Fri. 9-10 p.m.

Ed Sullivan Show (CBS-181): Colgate-Palmolive (Bates), Eastman Kodak (JWT), Sun. 8-9 p.m.

Danny Thomas Show (CBS-202): General Foods (B&B), Mon. 9-9:30 p.m.

Untouchables (ABC-127): Liggett & Myers (M-E), Warner-Lambert (L&F), Seven-Up (JWT), Luden's (Mathes), Armour (FCB), Lewis Howe (M-E), Carnation (EWRR), Thur. 9:30-10:30 p.m.

Wagon Train (NBC-184): Ford (JWT), R.J. Reynolds (Esty) National Biscuit Co. (M-E), Wed. 7:30-8 p.m.



Misplaced blame ■ Bryan Houston, president of Fletcher Richards, Calkins & Holden, says blaming advertising for laggard morals of show business hampers creativity.

form of their own volition."

The Advertising Research Foundation's technical director, Dr. Charles K. Ramond, told his audience that profitable advertising decision-making is a skill that almost no one has learned. He advised advertisers to learn to experiment and measure results. To do this calls for a combination of scientific and managerial creativity, he said.

One of the officials addressing the AFA, Secretary of Commerce Frederick H. Mueller asked advertising to work toward survival of freedom in a missile-haunted age. Business enterprise can contribute to economic statesmanship and it is up to the advertising community not only "to sell more soap and star-dust but to sell our free system, to sell it better, to the minds of men everywhere."

A British agency chief, Harry F. Overy, chairman of Willing's Press Service Ltd., touched on the impact of commercial television in his country. "Our television advertising [in Great Britain] pays off as no other medium can, particularly when there is an element of news or newness about the message which is transmitted," Mr. Overy said. Some of the problems of a single commercial channel: advertisers line up two years ahead of time and time is expensive, making 30-second spots and ID's a practical although limited vehicle. Mr. Overy observed that although he hears American complaints about triple spotting, advertisers have to line up six deep (non-competitive products) for the British "natural breaks," yet "it doesn't seem to be a fatal disease with us."

Next spring's AFA convention will be in Washington, D.C.

Advertiser gripe ■ Lewis Bonham, president of Miles Products, calls on media to clean up copy abuses if the situation exists wherein advertisers won't do the job.

FIRST QUARTER TV BILLING UP 10%

Figures live up to predictions for big advances in 1960

Television gross time billing for the first quarter is living up to expectations of substantial gains in 1960, the first year of a decade generally promoted in the advertising business as the "soaring sixties."

In the first quarter, network and spot totaled $339,823,575, a rise of more than 10% over the first quarter of 1959 which had a combined network-spot gross of $307,933,428.

Projected on this basis alone, national tv's gross time billing could come in at more than $1.35 billion for the year, also an approximate 10% increase over the estimated tv gross of $1.23 billion in 1959 (BROADCASTING, March 21).

Television Bureau of Advertising released today (June 13) a first quarter report on spot tv gross time billing. A similar report a week ago, listed the top advertiser expenditures for network time (BROADCASTING, June 6). At the start of '60, TvB had predicted an estimated $1.6 billion in net time and talent this year. (Local tv billing, net time and talent, came to $280 million in 1959, and this year is expected to increase by 15% to about $322 million.)

Spot Up 12% ■ In its spot tv report, TvB (via figures prepared by N.C. Rorabaugh Co.) showed a first quarter total of $167,981,000 at gross rates, a 12% gain over last year's quarter on the basis of 300 stations reporting in both years.

In network television, the first quarter total was more than $171.8 million, a 9.8% gain. TvB's initial prediction for the year was a 12% gain in spot and an 8% increase in network for the whole year. Thus, it's apparent the returns are coming in right on the nose.

The top five national advertisers, combining spot and network gross time billing for the first quarter:

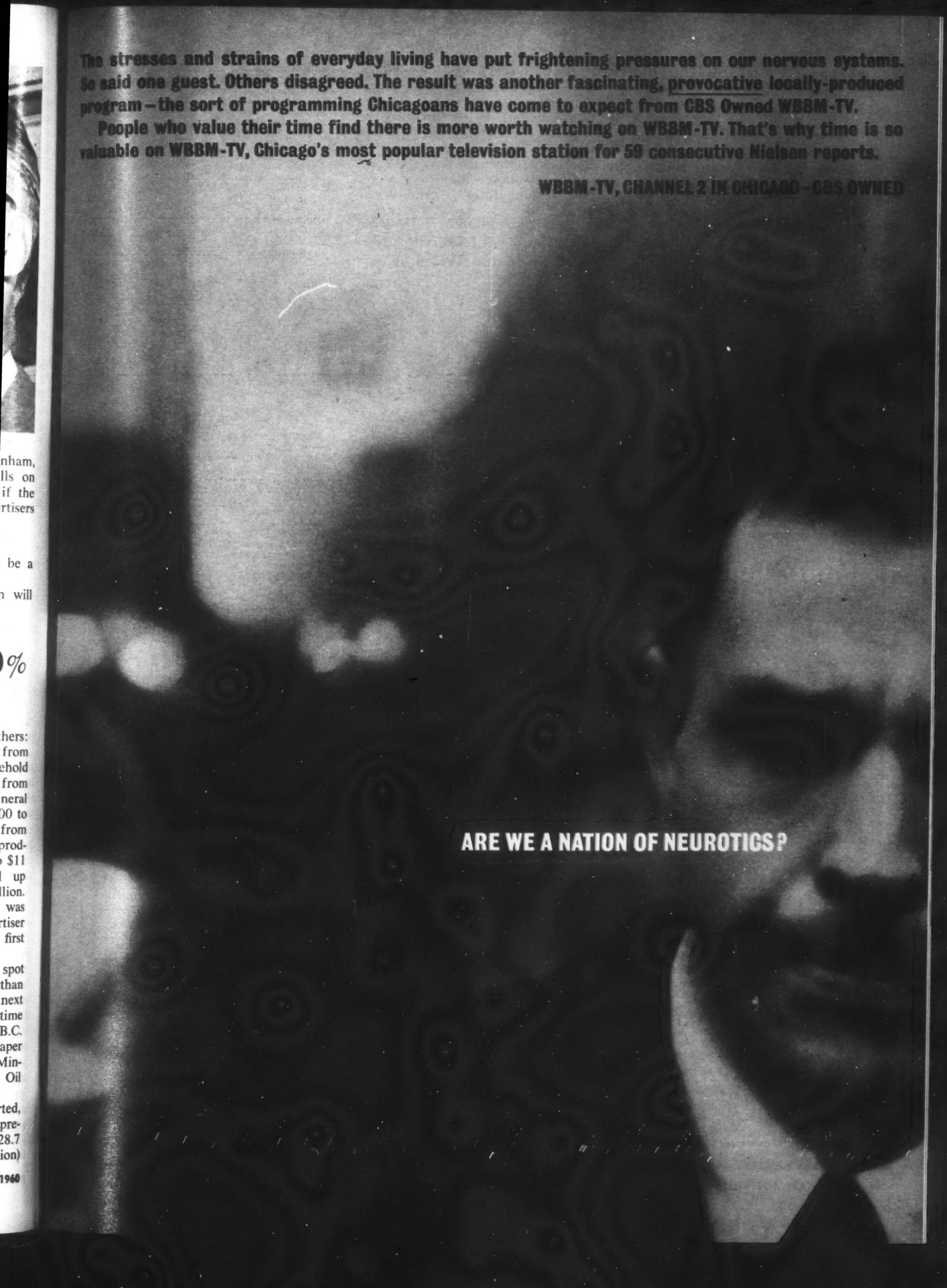
Procter & Gamble, $25.1 million; Lever Bros., $12.2 million; American Home Products, $11.2 million; General Foods, $10.1 million, and Colgate-Palmolive, $9 million.

TvB also complied product classifications showing substantial increases in the first quarter 1959 vs. 1960. Automotives led the list, rising 236% from $1.8 million to $6.1 million. Others: household equipment, up 52% from $785,000 to $1.98 million; household paper products, 31% increase from $1.3 million to $1.71 million; general household rose 89% from $910,000 to $1.72 million; publications 130% from $332,000 to $765,000; tobacco products up 54% from $7.91 million to $11 million, and transportation-travel up 47% from $960,000 to $1.41 million.

Also released for the first time was a five-year comparison by advertiser product classifications based on the first quarter reports of each year.

P&G & GF Top Report ■ In the spot report, P&G was No. 1 with more than $13.4 million. General Foods was next at $5 million. Present for the first time in the top 100 advertisers list: B.C. Remedy Co., Hudson Pulp & Paper Corp., Martinson's Coffee Inc., Minnesota Mining & Mfg. and Mobil Oil Co.

On the total spot placement reported, announcements in the quarter represented 76.7% of the total ($128.7 million), ID's 10.7% ($17.9 million)


The stresses and strains of everyday living have put frightening pressures on our nervous systems. So said one guest. Others disagreed. The result was another fascinating, provocative locally-produced program—the sort of programming Chicagoans have come to expect from CBS Owned WBBM-TV.
People who value their time find there is more worth watching on WBBM-TV. That's why time is so valuable on WBBM-TV, Chicago's most popular television station for 59 consecutive Nielsen reports.
WBBM-TV, CHANNEL 2 IN CHICAGO - CBS OWNED
ARE WE A NATION OF NEUROTICS?

LONG ISLAND IS A MAJOR MARKET!

WHLI

THE VOICE OF LONG ISLAND

THE GREATER LONG ISLAND MARKET (Nassau-Suffolk)

MORE LUMBER IS BOUGHT ON LONG ISLAND THAN IN DALLAS, DENVER AND DAYTON... PUT TOGETHER!

$205,607,000 (Sales Mgt.)

WHLI

Dominates the Major Long Island Market (Nassau) ... Delivers MORE Audience than any other Network or Independent Station! (Pulse)

10,000 WATTS

WHLI AM 1100 FM 98.3

HEMPSTEAD LONG ISLAND, N. Y. the voice of Long Island

Represented by Gill-Perna

and programs 12.6% ($21.2 million).

Food and grocery products represented the top advertiser category ($47.39 million) in the quarter, the individual classification of coffee, tea and food drinks accounting for $13.4 million. Drug product advertisers compiled $16.6 million, with cold remedies alone accounting for $6.3 million.

Estimated Expenditures of National and Regional Spot Television Advertisers By Product Classification

AGRICULTURE	$ 567,000
Feeds, meals	241,000
Miscellaneous	326,000
ALE, BEER & WINE	11,948,000
Beer & ale	10,471,000
Wine	1,477,000
AMUSEMENTS, ENTERTAINMENT	343,000
AUTOMOTIVE	6,102,000
Anti-freeze	.....
Batteries	39,000
Cars	4,774,000
Tires & tubes	215,000
Trucks & trailers	41,000
Misc. accessories & supplies	1,033,000
BUILDING MATERIAL, EQUIPMENT, FIXTURES, PAINTS	504,000
Fixtures, plumbing, supplies	154,000
Materials	190,000
Paints	63,000
Power tools	17,000
Miscellaneous	80,000
CLOTHING, FURNISHINGS, ACCESSORIES	4,459,000
Clothing	3,144,000
Footwear	686,000
Hosiery	606,000
Miscellaneous	23,000
CONFECTIONS & SOFT DRINKS	6,959,000
Confections	4,088,000
Soft drinks	$2,871,000
CONSUMER SERVICES	4,49[illegible],000
Dry cleaning & laundries	[illegible],000
Financial	88[illegible],000
Insurance	88[illegible],000
Medical & dental	6[illegible],000
Moving, hauling, storage	10[illegible],000
Public utilities	2,03[illegible],000
Religious, political, unions	25[illegible],000
Schools & colleges	13[illegible],000
Miscellaneous services	12[illegible],000
COSMETICS & TOILETRIES	12,956,000
Cosmetics	3,282,000
Deodorants	932,000
Depilatories	31,000
Hair tonics & shampoos	2,123,000
Hand & face creams, lotions	1,354,000
Home permanents & coloring	654,000
Perfumes, toilet waters, etc.	305,000
Razors, blades	344,000
Shaving creams, lotions, etc.	565,000
Toilet soaps	1,627,000
Miscellaneous	1,739,000
DENTAL PRODUCTS	2,909,000
Dentifrices	2,382,000
Mouthwashes	454,000
Miscellaneous	73,000
DRUG PRODUCTS	16,624,000
Cold remedies	6,321,000
Headache remedies	2,926,000
Indigestion remedies	3,275,000
Laxatives	1,099,000
Vitamins	1,074,000
Weight aids	243,000
Miscellaneous drug products	1,396,000
Drug stores	290,000
FOOD & GROCERY PRODUCTS	47,396,000
Baked goods	6,195,000
Cereals	2,994,000
Coffee, tea & food drinks	13,461,000
Condiments, sauces, appetizers	2,249,000
Dairy products	1,540,000
Desserts	250,000
Dry foods (flour, mixes, rice, etc.)	5,820,000
Fruits & vegetables, juices	2,475,000
Macaroni, noodles, chili, etc.	814,000
Margarine, shortenings	3,295,000
Meat, poultry & fish	1,862,000
Soups	600,000

A five-year look at national and regional first quarter spot television expenditures

	1956	1957	1958	1959	1960
Agriculture	$ 310,000	$ 410,000	$ 388,000	$ 536,000	$ 567,000
Ale, beer & wine	8,323,000	8,514,000	9,399,000	11,250,000	11,948,000
Amusements, entertainment	157,000	119,000	84,000	140,000	343,000
Automotive	3,280,000	2,293,000	2,089,000	1,816,000	6,102,000
Building material, equipment, fixtures, paints	805,000	450,000	514,000	423,000	504,000
Clothing, furnishings, accessories	1,793,000	2,170,000	2,879,000	3,827,000	4,459,000
Confections & soft drinks	4,673,000	7,234,000	6,278,000	7,307,000	6,959,000
Consumer services	2,952,000	3,177,000	3,481,000	4,196,000	4,499,000
Cosmetics & toiletries	7,442,000	10,660,000	11,544,000	11,736,000	12,956,000
Dental products	4,253,000	1,536,000	3,263,000	4,070,000	2,909,000
Drug products	10,726,000	12,981,000	11,560,000	16,218,000	16,624,000
Food & grocery products	28,461,000	32,860,000	33,331,000	45,069,000	47,396,000
Garden supplies & equipment	134,000	190,000	251,000	262,000	332,000
Gasoline & lubricants	3,123,000	5,422,000	5,177,000	5,179,000	5,667,000
Hotels, resorts, restaurants	48,000	87,000	84,000	109,000	213,000
Household cleaners, cleansers, polishers, waxes*	1,579,000	2,808,000	1,987,000	11,331,000	9,693,000
Household equipment, appliances	1,505,000	1,472,000	1,083,000	785,000	1,980,000
Household furnishings	768,000	1,380,000	661,000	1,249,000	976,000
Household laundry products	4,747,000	3,732,000	8,643,000	9,557,000	10,756,000
Household paper products	1,108,000	1,618,000	1,284,000	1,302,000	1,711,000
Household, general	975,000	592,000	1,058,000	910,000	1,721,000
Notions	80,000	30,000	65,000	42,000	34,000
Pet products	986,000	1,679,000	1,477,000	2,441,000	2,841,000
Publications	564,000	553,000	300,000	332,000	765,000
Sporting goods, bicycles, toys	98,000	115,000	260,000	586,000	682,000
Stationery, office equipment	73,000	131,000	36,000	65,000	15,000
Television, radio, phonograph, musical instruments	626,000	423,000	342,000	501,000	259,000
Tobacco products & supplies	7,081,000	10,331,000	8,072,000	7,191,000	11,038,000
Transportation & travel	665,000	884,000	666,000	960,000	1,410,000
Watches, jewelry, cameras	1,834,000	1,249,000	1,362,000	148,000	490,000
Miscellaneous	1,040,000	1,835,000	1,444,000	1,876,000	2,132,000
TOTAL	100,209,000	116,935,000	119,062,000	151,414,000	167,981,000
Reporting Stations	267	321	333	341	339

* Starting with fourth quarter 1958, liquid cleaners included in sub-class "Cleaners, cleansers"

(Source: TvB-Rorabaugh)

YOU MAY NEVER DRIVE THE OLDEST CAR*—

BUT... WKZO Radio Will Take You Farther, Faster In Kalamazoo-Battle Creek And Greater Western Michigan!

7-COUNTY PULSE REPORT

KALAMAZOO-BATTLE CREEK AREA—MARCH-APRIL 1959

SHARE OF AUDIENCE — MONDAY-FRIDAY

	WKZO	Station "B"	Station "C"
6 A.M. - 12 NOON	30	21	11
12 NOON - 6 P.M.	27	22	10
6 P.M. - 12 MIDNIGHT	29	22	10

WKZO Radio can put you in the driver's seat in Kalamazoo-Battle Creek and Greater Western Michigan.

WKZO sells best because far more people prefer it to all other stations in this big radio market. The latest Pulse Survey (see left) proves it. WKZO Radio rates highest in 345 of 360 quarter hours surveyed—an average daily audience *32% larger* than that of any other station!

Talk to Avery-Knodel about WKZO Radio *soon!*

**Oldest internal-combustion engine car in running order is the Danish "Hammel," completed in 1887.*

AM – TV – FM

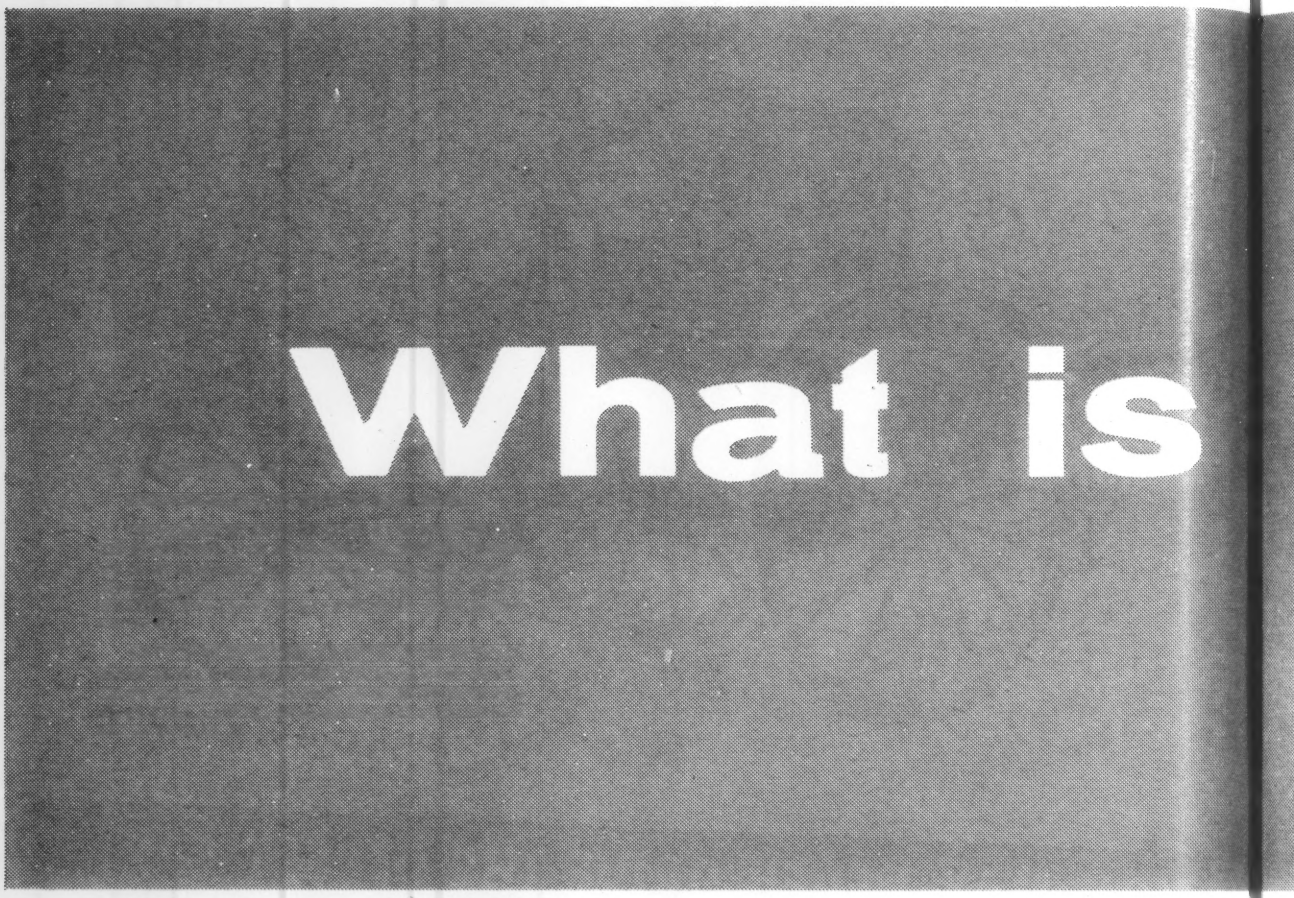
The Fetzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC, MICHIGAN
KOLN-TV — LINCOLN, NEBRASKA

WKZO

CBS RADIO FOR KALAMAZOO-BATTLE CREEK AND GREATER WESTERN MICHIGAN

Avery-Knodel, Inc., Exclusive National Representatives



It is the voice of 2,000 Associated Press member radio and television stations throughout the United States. Thus, the initials APRTA—The Associated Press Radio and Television Association.

What do we mean by "the voice?" Well, let's go back a bit.

Specifically, back to 1951. The Associated Press invited a representative group of AP member broadcasters to organize themselves as a committee to study AP operations in the broadcasting field and make recommendations for the future. After three years of study, the committee recommended the formation of a national group of AP member broadcasters, with this avowed aim:

"To advance the science of journalism through the media of radio and television, to cooperate with The Associated Press in order to make available an accurate and impartial record of the news, and to serve as a liaison between the members of The Associated Press and the management thereof in the attainment of those ends."

And so did the APRTA come into being. Today, the APRTA is six years old. It is controlled by a 16-man Board of Directors, elected democratically by the 2,000 AP member broadcasters it serves. Its by-laws provide that all categories of member broadcasters must be represented—from 250-watt local radio stations to 50,000-watt AMS, FM and television.

The APRTA Board meets periodically with AP management to advise and to recommend, but it plays a vital role throughout the year. Its continuing study committees probe and dissect every aspect of the broadcast circuit, analyze the suggestions and recommendations of individual stations and make periodic reports.

Now you know why we call the APRTA "the voice" of 2,000 radio and TV stations. Through its efforts, the broadcast circuit has been molded over the years to keep pace with the always varying requirements of the industry. The APRTA keeps the AP broadcast members on top!

NEW SOUND OF THE 60's
IN COLUMBUS

THE NEW

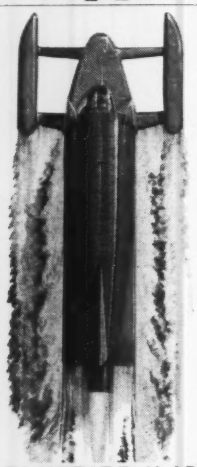
WCOL

THE CAPITAL STATION
COLUMBUS 15, OHIO

In Columbus, most folks listen to WCOL. In Columbus, most advertisers sell on WCOL. Family programming . . . rigidly enforced single spotting that "showcases" your sales message . . . all pre-taped production for flawless delivery. These are the factors that make the NEW WCOL your most powerful sales force in Central Ohio.

24-hours-a-day broadcasting
1230 AM 92.3 FM

represented by: robert e. eastman & co., inc.



THE BLUEBIRD II IS THE
PACESETTER
IN SPEED BOATS
It hit an incredible speed of 260.35 miles per hour

wsai

IS CINCINNATI'S
PACESETTER
RADIO STATION

Represented nationally by GILL-PERNA
New York • Chicago • Los Angeles • San Francisco • Boston • Detroit
CONSOLIDATED SUN RAY STATIONS
WSAI, *Cincinnati;* WPEN, *Philadelphia;* WALT, *Tampa*

Miscellaneous foods	$2,831,000
Miscellaneous frozen foods	631,000
Food stores	2,379,000
GARDEN SUPPLIES & EQUIPMENT	332,000
GASOLINE & LUBRICANTS	5,667,000
Gasoline & oil	5,459,000
Oil additives	171,000
Miscellaneous	37,000
HOTELS, RESORTS, RESTAURANTS	213,000
HOUSEHOLD CLEANERS, CLEANSERS, POLISHES, WAXES*	9,693,000
Cleaners, cleansers*	7,342,000
Floor & furniture polishes, waxes	1,947,000
Glass cleaners	8,000
Home dry cleaners	19,000
Shoe polish	339,000
Miscellaneous cleaners	38,000
HOUSEHOLD EQUIPMENT—APPLIANCES	1,980,000
HOUSEHOLD FURNISHINGS	976,000
Beds, mattresses, springs	464,000
Furniture & other furnishings	512,000
HOUSEHOLD LAUNDRY PRODUCTS	10,756,000
Bleaches, starches	1,785,000
Packaged soaps, detergents*	8,533,000
Miscellaneous	438,000
HOUSEHOLD PAPER PRODUCTS	1,711,000
Cleansing tissues	395,000
Food wraps	126,000
Napkins	26,000
Toilet tissue	839,000
Miscellaneous	325,000
HOUSEHOLD, GENERAL	1,721,000
Brooms, brushes, mops, etc.	281,000
China, glassware, crockery, containers	28,000
Disinfectants, deodorizers	518,000
Fuels (heating, etc.)	87,000
Insecticides, rodenticides	92,000
Kitchen utensils	19,000
Miscellaneous	696,000
NOTIONS	34,000
PET PRODUCTS	2,841,000
PUBLICATIONS	765,000
SPORTING GOODS, BICYCLES, TOYS	682,000
Bicycles & supplies	.....
Toys & games	572,000
Miscellaneous	110,000
STATIONERY, OFFICE EQUIPMENT	15,000
TELEVISION, RADIO, PHONOGRAPH, MUSICAL INSTRUMENTS	259,000
Radio & television sets	41,000
Records	205,000
Miscellaneous	13,000
TOBACCO PRODUCTS & SUPPLIES	11,038,000
Cigarettes	10,095,000
Cigars, pipe tobacco	809,000
Miscellaneous	134,000
TRANSPORTATION & TRAVEL	1,410,000
Air	1,070,000
Bus	108,000
Rail	217,000
Miscellaneous	15,000
WATCHES, JEWELRY, CAMERAS	490,000
Cameras, accessories, supplies	32,000
Clocks & watches	.....
Jewelry	23,000
Pens & pencils	417,000
Miscellaneous	18,000
MISCELLANEOUS	2,132,000
Trading stamps	344,000
Miscellaneous products	975,000
Miscellaneous stores	813,000
TOTAL	$167,981,000

*Starting with the 4th Quarter 1958 liquid cleaners (i.e. Lestoil) now included in sub-olass, "cleaners, cleansers."

Estimated Expenditures
Top 100 National & Regional Spot TV Advertisers
First Quarter 1960

1.	Procter & Gamble	$13,466,400
2.	General Foods	5,036,000
3.	Lever Bros.	4,639,400
4.	Bristol-Myers	3,717,500
5.	Colgate-Palmolive	$3,203,500
6.	Adell Chemical	2,981,600
7.	P. Lorillard	2,769,700
8.	American Home Products	2,593,300
9.	Miles Labs.	2,377,800
10.	International Latex	2,328,500
11.	Standard Brands	2,291,000
12.	Continental Baking	2,108,700
13.	Warner-Lambert	2,072,000
14.	Brown & Williamson	1,869,900
15.	R. J. Reynolds	1,859,900
16.	Wesson Oil & Snow Drift	1,836,900
17.	Nestle Co.	1,816,200
18.	William Wrigley Jr.	1,758,300
19.	American Tobacco	1,745,300
20.	Avon Products	1,385,900
21.	Kellogg Co.	1,319,600
22.	J. A. Folger & Co.	1,207,700
23.	Coca-Cola (Bottlers)	1,098,400
24.	Philip Morris	1,087,100
25.	Ford Dealers	1,032,500
26.	Andrew Jergens	1,018,100
27.	Norwich Pharmacal	999,900
28.	S. C. Johnson & Son	988,000
29.	General Mills	958,900
30.	General Motors Dealers	946,500
31.	Anheuser-Busch	927,200
32.	Wander Co.	918,500
33.	General Electric	879,700
34.	Vick Chemical	839,800
35.	Mobil Oil	823,700
36.	Quaker Oats	815,800
37.	Minute Maid	799,100
38.	Esso Standard Oil	774,300
39.	Sterling Drug	766,500
40.	Liggett & Myers	748,700
41.	Falstaff Brewing	745,800
42.	Drug Research Corp.	742,700
43.	Minnesota Mining & Mfg.	736,800
44.	Associated Products	736,400
45.	Carling Brewing	734,800
46.	United Merchants & Mfgrs.	729,400
47.	E. & J. Gallo Winery	708,500
48.	Mennen Co.	696,400
49.	Pepsi Cola (Bottlers)	682,800
50.	Consolidated Cigar	678,000
51.	Maybelline	662,900
52.	Plough Inc.	658,800
53.	American Motors	651,700
54.	Scott Paper	650,900
55.	Corn Products	649,900
56.	U.S. Borax & Chemical	646,100
57.	Texize Chemicals	630,600
58.	Simoniz	629,000
59.	Welch Grape Juice	620,400
60.	Swift & Co.	615,300
61.	Pillsbury	608,200
62.	Hamm Brewing	607,600
63.	Hertz Corp.	605,600
64.	Alberto-Culver	604,700
65.	Max Factor	581,800
66.	Atlantic Refining	576,000
67.	Kayser-Roth Hosiery	561,400
68.	Shell Oil	555,700
69.	Fels & Company	534,700
70.	Sardeau Inc.	529,900
71.	Chesebrough-Pond's	525,100
72.	Food Manufacturers	521,700
73.	Atlantis Sales	503,900
74.	Grocery Store Products	502,500
75.	Vic Tanny	480,900
76.	Beech-Nut Life Savers	480,900
77.	Gillette	455,700
78.	Piel Bros.	455,400
79.	Tea Council	448,500
80.	Martinson's Coffee	446,300
81.	Carter Products	444,000
82.	Pabst Brewing	442,400
83.	B.T. Babbitt	435,000
84.	Standard Oil (Indiana)	433,700
85.	General Motors	432,100
86.	Great Atlantic & Pacific Tea Co.	414,400
87.	National Dairy Prod.	408,400
88.	International Milling	402,000
89.	Campbell Soup	397,800
90.	Safeway Stores	379,000
91.	Burgermeister Brewing	375,300
92.	Schlitz Brewing	374,900
93.	Phillips Petroleum	369,900
94.	Carnation	369,400
95.	Lanolin Plus	365,300
96.	Hudson Pulp & Paper	364,600
97.	Pacific Tel. & Tel.	363,200
98.	Hills Bros. Coffee	362,500
99.	Ex-Lax	360,300
100.	B.C. Remedy	353,100

Source: TvB-Rorabaugh

Some figures are unusually provocative. In the big 6-county San Francisco-Oakland area, for example, KSFO reaches 41% of all radio homes in a single day—43,300 more homes than the second-place station. In just one week, KSFO delivers 80.6% of all homes—only 9% less than all Bay Area stations combined.* It's significant, too, that even when the station is not carrying the tremendously popular Giants baseball games (as it is now) or the games of the highly favored 49ers, KSFO continues to deliver the greatest effective circulation in one day—or seven. For choicest availabilities in the Bay Area, please contact KSFO ...or AM Radio Sales.

KSFO

SAN FRANCISCO-OAKLAND

KMPC Los Angeles KVI Seattle-Tacoma • Golden West Broadcasters CWB

SOURCE: Cumulative Pulse Audience, February, 1960

*The combined unduplicated weekly circulations of all San Francisco-Oakland radio stations is 89.7% of total radio homes.

WILL PUBLIC SERVICE SPOIL TV?

■ Leading agencymen fear thought shows will imperil entertainment

■ If tv wants to get serious, it can't count on sponsors, they say

"It's OK—and maybe even desirable —to fool around with public service programming. But don't let it get in the way of entertainment. And don't count on its being sponsored."

Those weren't the exact words, but that was the impression that came out when six advertising agency men sat down to discuss prospects of station public service programming. The occasion was NBC Spot Sales' first "Media Managers Conference," an extension of the timebuyer panels it has conducted for several years. The conference was recorded May 9; its transcript is being made public today (June 13).

The results seemed somewhat at variance with those NBC Spot Sales found in its latest timebuyer panel (conducted by questionnaire) on the same subject. In that instance the weight of opinion was that local public service could be sponsored and of advantage to advertisers (BROADCASTING, April 18).

The Media Managers Conference, a free-wheeling affair, touched on other subjects as well, including tv's rates, pay television, editorials, government control and the Doerfer Plan for public service in prime time. Among the candid opinions expressed on these subjects:

- Rates: they'll enjoy a competitive advantage as print costs rise.
- Pay television: it's inevitable.
- Editorials: they should be presented without giving equal time, except in a "letters to the editor" vein.
- Government control: it shouldn't happen. Responsibility should be left with local station management.
- The Doerfer Plan (for voluntary agreements among tv networks to set aside primetime for public service): it was a bad idea.

The six admen who contributed to these conclusions: Newman McEvoy, senior vice president of Cunningham & Walsh; Sam Vitt, vice president and associate media director of Doherty, Clifford, Steers & Shenfield; Don Leonard, media director of Fuller & Smith & Ross; Dave Wasko, vice president and media coordinator, Geyer, Morey, Madden & Ballard; Arthur Pardoll, associate media director, Foote, Cone & Belding, and Bob Liddell, head timebuyer, Compton Adv. The conference was moderated by Bill Fromm, manager of new business and promotion for NBC Spot Sales.

Buildup to a Downbeat ■ After attacking the question of public service programming and its possible sponsorship from a number of angles, the conference focused on its less-than-optimistic conclusion in these three statements:

By Mr. Leonard: There's a possibility that tv could go too far with public service. "As long as television delivers the news and weather and public service programming twice a week, beyond that point I can't see divorcing television from its primary entertainment purpose."

By Mr. McEvoy: "As a result of minority pressure, we're going to get some minority viewing. Now if that is in the best interest of the viewing community, I'm dead wrong."

And by Mr. Vitt: "Don't you feel though, that it might be advantageous in the long run [to have public service programming]? The shows will probably earn very little in the way of a rating . . . I have the feeling that this just might point out clearly that the shows are being called for and viewed by a minority group. Perhaps it is good to have them on, but not necessarily in prime time."

He's for Entertainment ■ It was Mr. McEvoy who emerged as the most consistent champion of tv's remaining primarily an entertainment medium, and who was most critical of efforts to put public service programming in prime time. Among his remarks were these:

"The public service contribution seems to be in inverse ratio to entertainment capacity, which is most unfortunate. The implication is that the FCC would throw bouquets to the station that goes in for this high-level programming and, by implication, would look with disfavor upon all of the shows that I, just a boy with old shoes and crooked heels, regard as the more interesting ones."

And—

"I think it's rather unrealistic to suggest that a station can maintain a competitive position in the minds of agencies and devote a really significant percentage of its total programming time, particularly in prime hours, to editorial material. WQXR [New York good music station] does a superb job, and, in the halls of Washington, it is undoubtedly regarded as the ideal in broadcasting. But it is unrealistic to think a format of that sort should be foisted on a television station. Up and down Madison Avenue its image would deteriorate quickly—except for those advertisers intending to reach a limited sector of the market."

Pay-It-Yourself ■ Another adman with definite ideas about public service was Bob Liddell. He took the position that public service broadcasting could serve best to advance the image of the station, not of any advertiser who might sponsor it. He said this could be a good thing, in that it might persuade viewers to watch the station more and therefore enhance other advertising on the station, but that the station should not ask advertisers to shoulder the burden of paying for this station image-building endeavor.

"There may be occasions when you'll have commercial clients to sponsor public service," Mr. Liddell said, "but in the main I firmly believe that the station itself should pay for this public service programming and that their revenue will be received from commercial sponsorship in other areas. . . . To make the advertisers pay for this programming, which will enhance the station more than it will sell the advertiser's product, I believe is wrong."

When others on the panel questioned him about whether corporate images could be built through public service program sponsorship, Mr. Liddell conceded that some advertisers might have particular needs that could be satisfied by public service sponsorship, but he maintained that the prime benefactor was the station and that it should go ahead and pay the costs without counting on a sponsor.

It Should Be Local ■ The admen found at least one area of general agreement: the most important service that stations could perform was to cover their local communities. This led some of the participants to the conclusion that the decision of what to program, and how much, must be left to local station management, and not made a matter of government fiat.

As Mr. Liddell put it: "You can talk about defense in general, but the public service programming that a station will build its status with is the report on a local air base being built. In other words, the kind of stuff that

Advertising minds at work ■ Six broadcast experts at major advertising agencies took a bearish look at television public service shows during the first Media Managers Conference called by NBC Spot Sales. The six (seated, l to r): Arthur Pardoll, associate media director of Foote, Cone & Belding; Donald Leonard, media director of Fuller & Smith & Ross; Newman McEvoy, senior vice president of Cunningham & Walsh; Sam Vitt, vice president and associate media director of Doherty, Clifford, Steers & Shenfield; Robert Liddell, head timebuyer of Compton Adv., and David Wasko, vice president and media coordinator of Geyer, Morey, Madden & Ballard. NBC Spot Sales personnel participating in the conference included (standing, l to r) Bill Fromm, manager of new business and promotion, and Richard H. Close, vice president in charge of the division.

brings information and issues to the people that they can get their teeth into, not generalizations."

Mr. McEvoy seconded this position, adding: "Personal interests of the people in Bangor are quite different from those in Tulsa. Station management, then, is in the best position to be arbitors of what should be disseminated through their medium. This is quite different from the other concept that somebody is going to come up with program formulae based on what is 'good for the public.' The latter is unsound. This direction . . . makes a great deal of sense from the standpoint of the poor station manager who somehow or other has to equate a batch of directives from Washington (and they're not too well defined) and more significant directives from the stockholders, and probably even more significant and articulate directives from the viewing or listening public. He's got to be sure he pays attention to them."

Mr. Leonard added the observation that such local service "will strengthen any commercial program that we're interested in locally in that market. It has to help the program. It has to be beneficial to the advertiser."

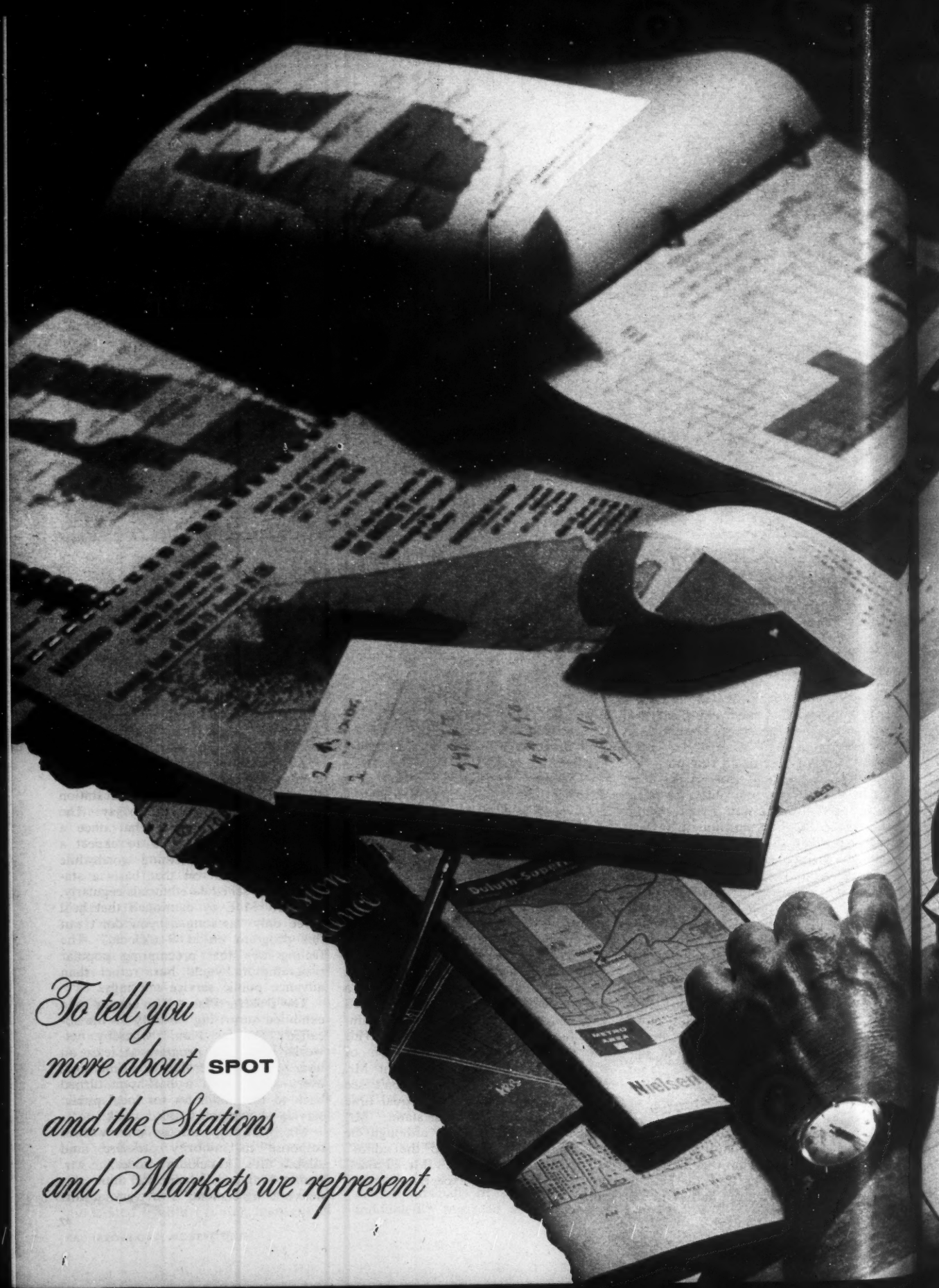
Although emphasizing the local angle, Mr. Liddell said stations need not exclude the national. He cited KING-TV Seattle's coverage of a trial of a teamster union official in Washington, D.C., and said "it wasn't cheap, but it didn't break them. And it certainly contributed to their stature in the market." Mr. Leonard admitted this was so, but said "every station isn't a KING-TV" and iterated the view that stations should forget national or international events unless they have local reflections.

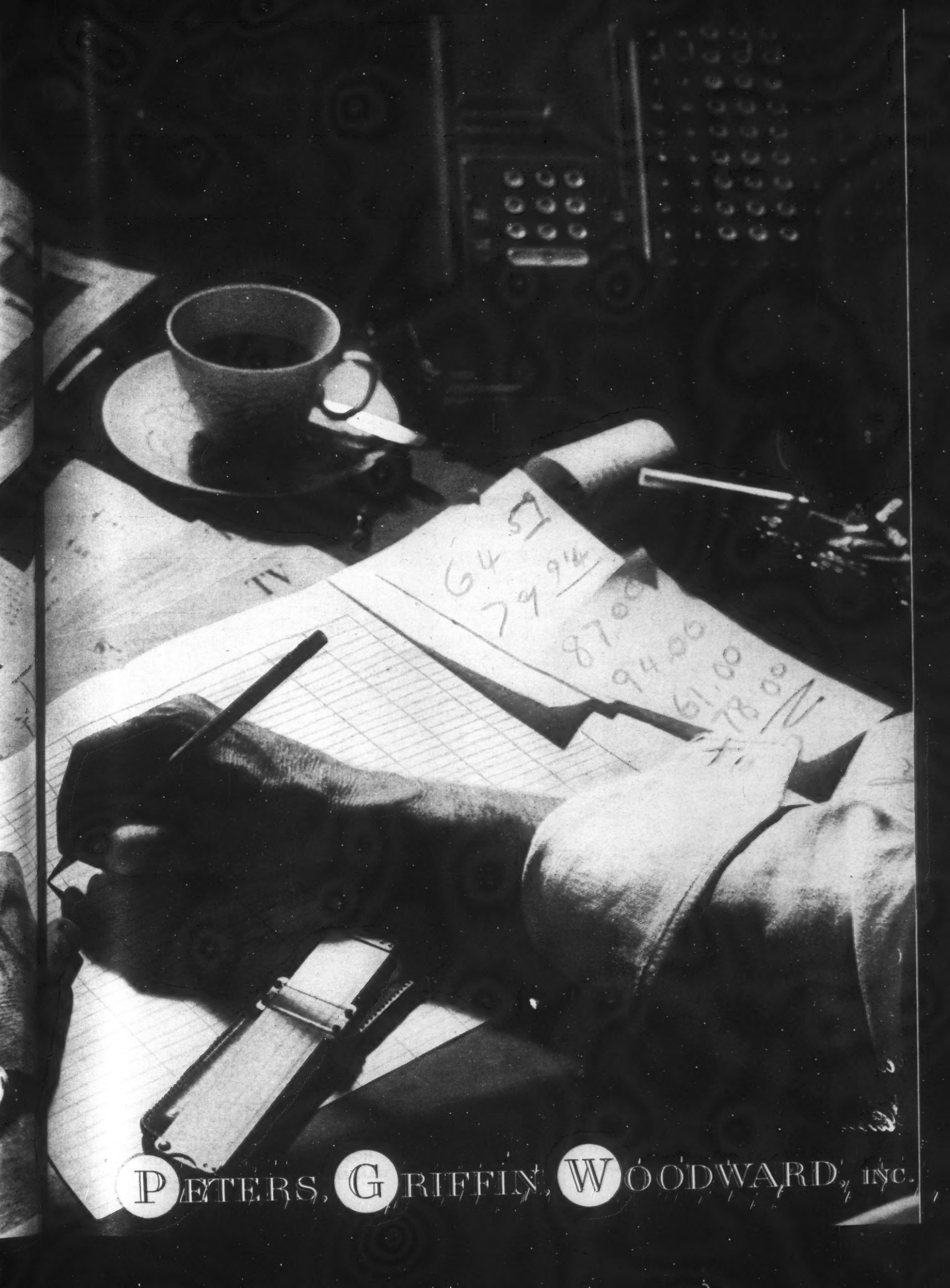
A Point of View ■ The agency men went on to conclude that stations must have a point of view in addition to just covering local events. Mr. Liddell said that too much coverage loses impact for want of a point of view. This led the group into a discussion of editorializing, which brought out Mr. Leonard's position that "I don't see why a station should offer equal time when it takes an editorial stand." Mr. Vitt agreed in a sense, although he suggested that "letters to the editor" ought to be accepted. Mr. Liddell concurred with that, except for "crackpots."

There was disagreement about how often stations should editorialize. Mr. Leonard felt they should be on a regular schedule so that viewers could count on them, while Mr. Liddell felt they should be only when the station had something important to say. The group seemed to agree that once a week was not too often to expect a station to have something worthwhile to say, and that on that basis a station might schedule editorials regularly. But Mr. McEvoy cautioned that he'd agree only "as long as you don't put this program on at 9 o'clock." The feeling was that preempting popular programming would hurt rather than advance public service offerings.

The Doerfer Plan ■ The agency men exhibited surprising hostility to the so-called "Doerfer Plan," whereby networks agreed to program at least an hour of public service in prime time every week, with a half-hour turned back to their affiliates for local public service shows every third week.

Mr. McEvoy said the plan was in response to minority pressure, and added "it's knuckling under." Mr. Leonard agreed, saying, "I think this network agreement is a very unfor-


To tell you
more about SPOT
and the Stations
and Markets we represent


PETERS, GRIFFIN, WOODWARD, INC.

...and these are the fine Radio Stations and Markets we represent:

EAST, SOUTHEAST

		FREQUENCY	WATTS
WCBM	Baltimore	680	10,000
WWJ	Detroit	950	5,000
WDRC	Hartford	1360	5,000
WHIM	Providence	1110	1,000
WLOS	Asheville, N. C.	1380	5,000
WCHS	Charleston-	580	5,000
WPLH	Huntington, W. Va.	1470	5,000
WCSC	Charleston, S. C.	1390	5,000
WIST	Charlotte	930	5,000
WIS	Columbia, S. C.	560	5,000
WSIX	Nashville	980	5,000
WPTF	Raleigh-Durham	680	50,000
WRVA	Richmond	1140	50,000
WDBJ	Roanoke	960	5,000

MIDWEST, SOUTHWEST

WHO	Des Moines	1040	50,000
WOC	Davenport	1420	5,000
WDZ	Decatur	1050	1,000
WDSM	Duluth—Superior	710	5,000
WDAY	Fargo	970	5,000
WIRE	Indianapolis	1430	5,000
KMBC	Kansas City	980	5,000
KFRM	Kansas City	550	5,000
WMBD	Peoria	1470	5,000
KFDM	Beaumont	560	5,000
KRYS	Corpus Christi	1360	1,000
WBAP	Ft. Worth—Dallas	820	50,000
WBAP	Ft. Worth—Dallas	570	5,000
KTRH	Houston	740	50,000
KENS	San Antonio	680	50,000

MOUNTAIN AND WEST

KBOI	Boise	950	5,000
KHOW	Denver	630	5,000
KGMB	Honolulu—Hilo	590	5,000
KHBC	Honolulu—Hilo	970	1,000
KPOP	Los Angeles	1020	5,000
XEAK	San Diego	690	50,000
KIRO	Seattle	710	50,000

Pioneer Station Representatives Since 1932

PETERS, GRIFFIN, WOODWARD, INC.

NEW YORK CHICAGO DETROIT HOLLYWOOD BOSTON
ATLANTA DALLAS FT. WORTH SAN FRANCISCO ST. LOUIS

We're concerned

Leo Burnett's Co.'s concern with the rate situation was voiced last week by Len Matthews, the agency's vice president for marketing services. National agencies, he said, are "becoming more and more concerned" with stations' uncertain application of rates.

Speaking at a meeting of Quality Radio Group stations (see page 86), Mr. Matthews called upon stations to "help clean up" the situation for their own good. "With few exceptions you can't rely on a rate card anymore," he declared. "You never know whether you're buying at the lowest rate or not."

He was speaking primarily of radio but said the situation was also creeping into television.

He singled out "indiscriminate" application of local, national and regional rates, co-op deals that amount to time brokerage, "squeaky-wheel one-time-only deals" and other instances in which independent contractors or direct representatives of advertisers are able to negotiate special deals to the embarrassment of agencies who buy time on rate-card terms. "Many of us," he said, "would like to see you go to a single rate" for all spot business, whether national, local or regional.

tunate thing . . . I don't think tv in anyway, shape or form owes anybody anything, certainly not an apology. I hate to see television, as a medium, knuckle under and sort of give in."

These other viewpoints were expressed by the agency conferees:

■ That tv is not yet a mature medium. Mr. Leonard said it wouldn't be until it has a competitor like paid television, which "is coming faster than people expect." He advanced the interesting idea that radio didn't mature until tv arrived to compete with it, and that tv was the biggest thing that happened to radio, making it realize where it fits into the community's daily life.

■ Tv cannot have freedom of programming choice because of the scarcity of channels; as long as there are only a few stations on the air, those stations must cater primarily to the general taste rather than to minority tastes.

■ Viewers have not yet accepted public service programming. Mr. Wasko noted that *Journey to Understanding* (NBC-TV) started with a Nielsen-counted audience of 4,565,000, dropped in succeeding broadcasts to 3,480,000, 2,802,000 and 2,441,000.

■ Tv will have an increasing rate advantage over print media as it already covers a certain area and need not add to its costs as more viewers move in under its signal, whereas print media will have to charge more for more readers. Mr. Leonard also said that "a person now pays 19 cents for a copy of *Life*. He gets 22 cents worth of magazine and the advertiser is charged the difference. If *Life* must go to 9 million [circulation] to keep a certain degree of penetration of the population, the day will come when it will have an $80,000 black and white page." The broadcasters have all the best of it, he said amid general agreement. Mr. Vitt qualified this stand by saying that broadcasters will be ahead if they don't take advantage of the situation in terms of rate increases.

Bell & Howell buys ABC-TV's 'Churchill'

Bell & Howell has signed with ABC-TV for (1) co-sponsorship of a weekly series taken from Sir Winston Churchill's memoirs and (2) 20 special public information programs in prime evening time—both for the 1960-61 season.

The package was announced Friday (June 10) by Oliver Treyz, ABC-TV president, and Charles H. Percy, B&H president. They called it the "most extensive" nighttime public service series undertaken by a network and a single sponsor. The agency is McCann-Erickson, (USA), Chicago.

Scheduled are one full-hour or two 30-minute programs each month—a minimum of 15 shows from September through June. They'll be produced under the direction of John Daly, ABC vice president in charge of news, special events and public affairs.

ABC-TV gets game

ABC-TV has obtained exclusive telecasting rights to the new American football leagues games in a $10,625,000 five-year deal. The announcement was made last week by Thomas W. Moore, ABC-TV vice president in charge of programming and Joe Foss, AFL commissioner.

Under terms of the agreement, the AFL will collect $125,000 for each of 17 games to be televised during the season. This amounts to $2,125,000 a year which the league will collect. Mr. Moore said that co-sponsors for the 17-telecast 1960 season will be General Electric and Sinclair Refining Co.

"CANNONBALL" delivers the ratings

1

Source: ARB March 1960

FIRST IN ITS TIME PERIOD

PHILADELPHIA
3 stations
29.5 Rating
76.0% Share

CINCINNATI
3 stations
19.2 Rating
50.4% Share

SYRACUSE
2 stations
38.1 Rating
73.8% Share

CHARLESTON, S.C.
2 stations
43.0 Rating
73.8% Share

TOPS EVERY OTHER SYNDICATED SHOW IN THE MARKET!

ITC
INDEPENDENT TELEVISION CORPORATION
488 Madison Avenue • N. Y. 22 • PL 5-2100

"LET'S CLEAN UP RATES NOW"

Agency warning brings station rep appeal

A large group of station representatives communicated an urgent message to their stations last week which implored, in effect: "Let's clean up the rates muddle now, once and for all, or the muddle will become worse."

The appeal grew out of a luncheon meeting held in New York on June 1, during which L.D. Farnath, vice president in charge of media for N.W. Ayer & Son, warned a gathering of some 50 station representatives that unless radio-tv rates became standardized, "the timebuying staff of Ayer will have to do some buying locally, from time to time, direct with stations (BROADCASTING, June 6, May 30).

The overwhelming majority of reps, taking this cue to mean that Ayer and probably other agencies would bypass them to negotiate for lower rates directly with stations, distributed letters and memoranda to the outlets they represent. The points they made could be summarized as follows:

- The adoption of a single rate would be the most effective way of coping with "the very present rate problem."
- A single rate is not always feasible; an acceptable alternative would be the framing of a "clear-cut" definition of "local rate."
- A warning that unless "firm" rates are established, there is likely to be stronger upsurge of "back-door," cut-rate, buying attempts by national products and services through local franchisers, brokers and "travelling representatives."

Talk Circulated ■ The representatives who took action either summarized Mr. Farnath's remarks or enclosed a copy of his talk. A minority took the position that Mr. Farnath's speech had been publicized widely and further circulation of his talk would be pointless; a few representatives explained they had not sent letters because their stations largely have the "single rate" or have a "strong" definition of the local rate. These include John Blair & Co., CBS-TV Spot Sales, and the Henry I. Christal Co.

Several of the rep firms, though entirely sympathetic with the plight of advertising agencies in attempting to cope with a fluid rate card, pointed out to their stations that "wheeling-dealing" practices by some agencies has helped to perpetuate rate chiseling. Blair-TV and Peters, Griffin, Woodward were among the reps to make this comment.

Though most representatives tried to impress their stations with the grave implications behind Mr. Farnath's remarks, only a few made strong suggestions. Most letters called on station officials to weigh the seriousness of the rates situations and asked them to forward any suggestions to their reps. Several reps, however, attempted to prod stations for immediate action. The Katz Agency, for example, sent a letter over the signature of M.S. Kellner, vice president and radio sales manager, and made these observations:

"Local, regional and national meat packers . . . all must compete for the customers' dollars. Why should one of them be able to buy advertising at lower rates than his competitors? Why should one agency located in one place be able to buy time for the same manufacturer cheaper than can another agency located elsewhere?

"A lower rate for national (or regional) products available through local agencies is unfair . . .

"If you can't go to a 'single rate card for all advertisers' policy, would you:

"1. Send us a list, by product classifications, of what gets which rate card, no matter how, or from where, it is bought?

"2. If any product or service will qualify under such a listing for other than your general (national) rate card, would you send us the rate card that should be used so that we can sell time for you on this basis to those accounts in our area of sales responsibility who qualify by your rules?"

Many of the station reps insisted that the rates problem does not exist at many of the outlets they represent, but conceded there are some product areas that produce difficulties.

Other station reps who communicated with their clients by mail included Avery-Knodel; Week; Vernard, Rintoul & McConnell; Bernard Howard & Co., George Hollingberry Co., NBC Spot Sales, CBS Radio Spot Sales, John E. Pearson Co., Paul H. Raymer Co., and Edward Petry & Co. Some reps have discussed the rate problems by phone with clients or during visits to New York. These include the Adam Young organization, Branham Co. and Robert Eastman & Co. Everett-McKinney plans to send letters but wants to explore the situation among company executives before taking action, while H-R Representatives said officials will hold a meeting on the subject soon.

Can thinking men be creative managers?

Problems of management and operation in advertising agencies controlled by essentially creative people were canvassed by Morton J. Simon, attorney-at-law, in a speech before the Mutual Adv. Agency Network in Chicago, June 3.

Mr. Simon noted that many agencies are run by creative personnel who are not equipped by nature and temperament to administer managerial functions. He also discussed media discounts, in effect urging agencies not to grant client discounts if they don't fulfill necessary requirements inherent in discount structures involving radio, magazine and other media.

Mr. Simon's talk highlighted a three-day (June 2-4) business meeting of the network, whose members represent agencies in sub-$5 million category. Ken Warren, Warren & Litzenberger, presided as MAAN president over the meetings.

Members held workshop sessions and heard committee reports (on special projects, membership, finances and publicity) as well as other speakers, including Norm Mautner, The Mautner Agency, on an accounting system and James M. Hult, American Credit Indemnity Co., on credit insurance as applied to advertising.

■ Business briefly

Time sales

Kingston Trio sings pop ■ Seven-Up has bought 17 weekly 5-minute shows on CBS Radio starting Sunday, June 19. The shows feature the Kingston Trio morning, noon and night on a Monday through Friday basis, plus twice on Sunday. Agency: J. Walter Thompson, N.Y.

Miami adventure ■ Five sponsors have picked up the new ABC-TV adventure series, *Surfside Six*, scheduled for appearance Monday Oct. 3 (8:30-9:30 p.m. NYT). The show, featuring a three-man detective team based in Miami Beach, has been bought by Brown & Williamson Tobacco Corp., and Whitehall Laboratories Div., American Home Products, both through Ted Bates, N.Y.; Johnson & Johnson via Young & Rubicam, N.Y.; Pontiac Motor Div., General Motors Corp., MacManus, John & Adams, Detroit, and Cluett, Peabody & Co., Lennen & Newell, N.Y.

Tuck tape on tv ■ Technical Tape Corp., New Rochelle, N.Y., has started a $1 million network and spot tv campaign on behalf of its line of six Tuck Tape products. Besides a network schedule that includes 33 participations on NBC-TV's *Today* and *Jack Paar Show*, a tv spot drive will be launched this summer in major markets. Agency: Product Services Inc., N.Y.

watching KMJ·TV in FRESNO
(California)

Last November's ARB proved that Fresno's top rated shows were on KMJ-TV. The new March ARB proved this once again.

Top syndicated show	Highway Patrol
Top late-night show	Jack Paar
Top network show	Wagon Train
Top network news show . . .	Huntley-Brinkley Report
Top local news show	Shell News
Top movies	Movie Matinee Sunday Early Movie

ARB - NOV. '59
MAR. '60

KMJ-TV . . . first station in the Billion-Dollar Valley of the Bees

THE KATZ AGENCY—NATIONAL REPRESENTATIVE

BALABAN 'TUNES IN' ON TORONTO

Paramount stockholders told pay tv there will show profit

The pilot pay tv operation in Toronto to stole the show at Paramount Picture Corp.'s stockholders meeting last week.

The motion picture studio management, at the annual meeting in New York, devoted minimum time to its chief product (movies) and the most attention to International Telemeter Corp. which is 100% Paramount-owned.

Also getting attention were the revenues from Paramount Pictures' pre-1948 library sold to and distributed by Music Corp. of America.

The pilot Telemeter venture has been operating in Toronto's suburban Etobicoke since Feb. 26 (BROADCASTING, Feb. 29).

Some 1,000 homes had initially been wired in an area in which Telemeter had targeted 40,000 homes eventually to be connected.

Barney Balaban, president of Paramount, told stockholders that Famous Players Canadian Corp. Ltd. (largest theatre chain operator in Canada and 50% owned by Paramount) now has installed units in about 3,700 homes and was trying to catch up with a 5,400 subscriber backlog. He said the firm has made only 6,000 units and suspended further order taking.

BARNEY BALABAN
Says Canadian caper pays off

Potential ■ Mr. Balaban at one point stated pay tv has a potential of a "$2 billion industry" but, he warned, this figure would represent all elements including producers, distributors and all pay tv operators. At a stockholder's persistence, Mr. Balaban admitted he expected the Toronto operation would prove profitable. He was critical of theatre exhibitor attempts to curb pay tv's advance. Mr. Balaban said: "While we have many requests from representative theatre owners for Telemeter pay television franchises, others —who are far more vociferous—are joining together for the purpose of holding back the attracting of this untapped audience to motion picture viewing." He intimated that when the "right time comes," they would fall into line and "avoid the shortsightedness" the motion picture industry "used with respect to radio and television."

The Justice Dept. has made inquiries of film producers via its antitrust division asking what arrangements they were making to get into pay tv. The interest, it was presumed, stemmed from a meeting a month ago with Justice by an exhibitor group (AT DEADLINE, May 23).

A major portion of Mr. Balaban's report to stockholders was devoted to a survey conducted in Canada for Paramount based on the first "normal cycle of collections which began in the middle of May and cover about half of our subscribers."

Box Office Effect ■ The survey revealed that pay tv is not having any harmful effect on local theatre receipts, and that Telemeter families where adults haven't gone to the movies (32% of the homes) spend much more to see movies on the coin-box system than the average family spends at theatres. It was noted that Famous Players, which operates the theatres in the Etobicoke area as well as the Telemeter operation there, did not find any deleterious effects of pay tv on movie house attendance.

Mr. Balaban made a point of Paramount's belief that pay tv instead of cutting into the theatre box office could supplement theatre attendance.

He detailed survey figures to show percentages of subscribers who paid to see a motion picture on television in the Toronto system. They ranged from a low of 22% to see "Peyton Place" after the movie had all of its theatrical runs to a high of 50% for "The Ten Commandments," after that picture also had its theatrical runs.

The price to see a motion picture on the Telemeter system still is $1. Mr. Balaban indicated operators would stick to that until they learn what effect varying admission prices has on grosses.

Other points made at the meeting:

■ A motion picture ("Sink The Bismarck") playing on one channel received a cumulative "rating" of 43% of all subscribers while at the same time, but on another channel, a telecast of a Toronto Maple Leaf hockey game was seen by 27.7% of the subscribers.

■ Average percentage of subscribers viewing Telemeter programs on days when three programs were offered simultaneously: 43% of subscribers.

■ Telemeter in the fall plans to initiate a variety of sports and entertainment programming not yet made available to Toronto subscribers.

■ "There can be no doubt about the public acceptance of the principle of pay television," Mr. Balaban said.

■ Paramount to date has received about $11.1 million net before taxes from sale of its pre-1948 library to EKMA Ltd., subsidiary of MCA, and expects additional proceeds of $36 million before taxes.

NBC-TV to cable news to its affiliates

NBC top management last Thursday (June 9) approved a plan establishing a network service to supply newsfilm and taped news report to affiliates each day via coaxial cable.

The network's sales department on Friday started distributing notices to 140 affiliates, which currently receive the Huntley-Brinkley news shows, apprising them on the newly-formed NBC News program service. Film and taped material will be fed each evening, Monday to Friday, 6-6:15 p.m., when there is no network service. The charge will range from $100 to $350 per week, depending on the size of the market.

Currently, the only regular network news program on NBC-TV is the Huntley-Brinkley program. It is hoped that the service will permit affiliates to schedule a larger amount of international and national news on their newscasts, and provide stations with this material

ORAS N

Here are the next 10 days of network color shows (all times are EDT).

NBC-TV

June 13-17, 20-22 (11-11:30 a.m.) **Price Is Right**, participating sponsors.

June 13-17, 20-22 (12:30-1 p.m.) **It Could Be You**, participating sponsors.

June 13 (10-11 p.m.) **The Margaret Bourke-White Story**, Breck through Reach, McClinton.

June 15, 22 (8:30-9 p.m.) **Price Is Right**, Lever through Ogilvy, Benson & Mather and Speidel through Norman, Craig & Kummel.

June 16 (9:30-10 p.m.) **The Ford Show**, Ford through J. Walter Thompson.

June 17 (9:30-10 p.m.) **Masquerade Party**, Hazel Bishop through Donahue & Coe, Block Drugs through Grey Adv.

June 18 (10-10:30 a.m.) **Howdy Doody Show**, Continental Baking, Nabisco through Ted Bates.

June 18 (10:30-11 a.m.) **Ruff and Reddy Show**, Borden through Benton & Bowles.

June 18 (7:30-8:30 p.m.) **Bonanza**, RCA through Kenyon & Eckhardt.

June 19 (8-9 p.m.) **Music On Ice**, sustaining.

June 19 (9-10 p.m.) **The Chevy Mystery Show**, Chevrolet through J. Walter Thompson.

June 21 (9:30-10 p.m.) **Arthur Murray Party**, P. Lorillard through Lennen & Newell and Sterling Drug through Norman, Craig & Kummel.

speedily while it is still newsworthy.

The technical feasibility of this "hot wire" was tested last March for one week and a decision to implement the plan was withheld until network management evaluated the cost factor.

New record supplier forms in New York

Record Source Inc., a new firm to supply top tunes to radio and tv stations has been formed in New York. Headed by Hal B. Cook, former sales vice president with Capitol, Columbia and Warner Bros. records, the firm is an affiliate of Scott-Textor Productions Inc., producer of music and lyrics for radio and tv.

Record Source Inc. provides the latest top-rated single records and albums to subscribing stations for a flat annual service fee of $300. A five-man editorial review board will select the recordings.

The fee will cover delivery, throughout the year, of 120 new albums, plus a bonus of 30 current albums and 520 new singles—a total of some 3,000 sides for the 52-week period. Packaging and mailing charges are included.

RSI will purchase the records following selection under terms of special contracts negotiated with recording companies. Supplementary services in classical, jazz and country music are in the planning stage.

Contracts and literature already have been mailed to stations. The firm's address: 333 East 46th St., New York.

Super market bargain! KBIG's "FRESH AIR" programming produces a high-income, receptive audience in Metropolitan Los Angeles at this fabulously low cost... plus San Diego, San Bernardino, Santa Barbara and 225 other Southern California markets absolutely free! Instant proof available.*

**Cumulative Pulse, Feb. 1960*

Radio Catalina 740 kc/10,000 watts

John Poole Broadcasting Co., Inc.
6540 Sunset Blvd., Los Angeles 28, HOllywood 3-3205

KBIG

National Representative: Weed Radio Corp.

GUILD'S ROCKY FINANCIAL ROAD

SEC registration statement reveals the pitfalls and problems

The way of a tv film producer-distributor can be a hard one.

Among the pitfalls can be new technical developments, such as video tape, the ruggedness of competition and, perhaps greatest of all, the bills that keep coming due each month.

Guild Films Co. Inc. recounted in detail the history of its hard-pressed operation in a registration statement filed with the Securities & Exchange Commission. The registered stock would be used to pay off debts and to acquire the Vic Tanny Gymnasium System in exchange for stock. Thereby the Tanny operation, a heavy user of tv, will have access to tv time obtained by Guild Films through barter of its product. Guild would get capital from Tanny to negotiate for new programming.

Guild stock is listed on the American Stock Exchange; it sold for 1⅜ as of June 8. The company seeks to register 17,664,891 shares of common stock, of which 2,749,891 have already been issued. It is proposed to offer 2,400,000 shares to creditors of the company in satisfaction of their claims and to offer 12,515,000 shares to the 72 corporations comprising the Vic Tanny Gymnasium System pursuant to the agreement for the acquisition of its assets by Guild Films.

When Guild went into business in 1952 it produced and distributed *Liberace, The Goldbergs, Florian Zabach* and other programs. "Many of these shows were produced at a cost which made it impossible to show profits from the distribution thereof," according to the statement. In 1958 Guild became a straight distribution organization. It now specializes in half-hour or quarter-hour film series which it rents for limited use to tv stations, ad agencies representing sponsors or directly to the sponsors.

Guild offers its series on a basis of market exclusivity, when possible, and reserves the right to approve both sponsor and broadcast time for its "more successful series." The statement also mentions that "in view of the increasing difficulties of licensing programs to local or regional television stations (Guild), has entered into a program of licensing its series in exchange for spot time."

According to the statement, Guild viewed the coming of video tape as a disaster for film distributors and cites the technical superiority of video tape to film. The advent of vtr "greatly decreased the value of film programming in the local and regional television markets." Guild entered into agreements to distribute video taped shows—*Divorce Court, People's Court, Wrestling* and *Jai Alai*—but at present it "is not distributing any video taped program series but is negotiating for distribution rights for new programming."

Days in Court ■ One section of the statement lists the litigation pending against Guild and the opinion of the company's lawyer on the outcome in those cases where judgments have not been passed.

Consolidated Film Industries (Republic Pictures) has secured a judgment for about $134,000. International Artists (Liberace) has instituted action for $393,000 for which Guild acknowledges indebtedness. Other actions: Pathe Labs, $37,000; Screen Actors Guild, $48,000; Time Merchants Inc., $115,000; United States, $19,000; City of

from a proud past
comes a...
FUTURE
UNLIMITED!

Everywhere you look in Montgomery you see progress. This new million dollar library-museum, which opened in September, 1959, is another fine example of this area's vast growth. Expansion means opportunity . . . an opportunity to expand your sales in a million market. And WSFA-TV covers the area like no one else can.

WSFA-TV
NBC / ABC MONTGOMERY - CHANNEL 12
Represented by Peters, Griffin, Woodward, Inc.
The Broadcasting Co. of the South
WIS-TV Columbia, South Carolina

New York (tax lien), $32,000; 460 Park Ave. Corp. (rent), $72,000. A total of 55 cases is listed.

One case with the attorney's comment reads: "N.W. Ayers & Sons Inc. Supreme Court, N.Y. Action for $14,400 claimed to have been paid in error to Guild Films, whereas such sum should have been paid to another party to whom the plaintiff remains liable. . . . In my opinion, Guild Films is liable to the plaintiff for the amount claimed, and unless the matter is disposed of through a settlement, I believe that judgment will be entered against Guild Films."

Financial standing ■ For the year ending Nov. 30, 1959, Guild showed a net loss of $7,724,854. For the first quarter ended Feb. 28, 1960 net loss was $282,571. The Vic Tanny companies showed a net income of $1,284,897 for year ending June 28, 1959 and a net income of $303,651 for the nine months ending Feb. 28, 1960.

John J. Cole is president of Guild Films under an employment agreement giving him an annual salary of $52,000. Arthur Lerner is administrative vice president and treasurer; Marvin M. Grieve, vice president for sales; Sidney A. Mayers, secretary; Ashley L. Robison and C.W. Alden, directors.

The current largest stockholder in Guild Films is listed as W-R Corp., a wholly owned subsidiary of Hal Roach Studios. This came to pass in January 1959 when Guild agreed to exchange 400,000 shares with W-R for tv rights to five series, including *Code 3*, *Racket Squad* and *Passport to Danger*. In addition Guild was to pay $700,000 in notes payable and to assume an additional $700,000 in liens outstanding against the series. In February 1960, Roach went into receivership and Guild's title to the program series has not been determined. Meanwhile 200,000 shares were turned over to W-R Corp. and 200,000 were retained although issued in the name of W-R Corp. Mr. Roach borrowed money on 50,000 shares of this stock and the U.S. Court of Appeals upheld a lower court ruling that banks holding this stock as collateral could not dispose of it, after Mr. Roach defaulted, without a registration (BROADCASTING, Oct. 5, 1959). When the banks pleaded they had accepted the stocks as collateral "in good faith." the court ruled: "The good faith of the banks is irrelevant [to the basic policy of disclosure embodied in the Securities Act]. It would be of little solace to purchasers of worthless stock to learn that the sellers had acted 'in good faith'."

Among Guild's outstanding debts is $1,250,000 due Matthew M. Fox, tv film and pay-tv entrepreneur. An addenda to the statement discloses that Guild

CHANNEL 5

take five

THE MOST FOR YOUR MONEY IN EASTERN MICHIGAN

MARCH ARB CONFIRMS WNEM-TV'S DOMINANCE IN BAY CITY-SAGINAW-FLINT AREA

WNEM-TV is 1st in Eastern Michigan in Homes Reached

	*ARB Avg. Homes Reached
WNEM-TV	59,400
Flint Station A	43,000
Lansing Station A	29,500
Lansing Station B	15,800
Saginaw Station A	9,800

Now! It's Official! 1960 Census figures, just released, firmly establishes the city of Flint as Michigan's second City with a population of 194,940. All surveys prove WNEM-TV is number one in Flint!

In the SAGINAW BAY CITY Metro Area, WNEM-TV nearly doubles the audience of its closest competition . . .

*ARB SHARE OF AUDIENCE (March, 1960) 9:00 am—12 Mid. Sun.-Sat.

WNEM-TV 52.1
Flint Station A 30.6
Saginaw Station A 11.9

SEE THE MARCH ARB FOR WNEM-TV'S DOMINANCE IN:

- Late Night News
- Syndicated Programming
- Quarter-Hour Leadership

WNEM-TV

serving FLINT • SAGINAW • BAY CITY

Represented by The Original Station Representative

CHANNEL 5

had intended as of Jan. 5, 1960 to settle Mr. Fox' claim for this amount against it by delivering him 120,000 shares of 6% cumulative first preferred stock at par value of $20 per share. When negotiations with the Vic Tanny Companies began Guild agreed to issue promissory notes to Mr. Fox or his designee in lieu of stock. The notes are to be paid without interest at the rate of $22,000 per month starting six months after the Tanny-Guild agreement goes into effect for 29 consecutive months with a balloon payment of $612,000 in the 30th month.

The SEC has not ruled on accepting the registration statement.

Film sales

Bold Journey (Banner Films)

Sold to WTPA (TV) Harrisburg, Pa.; WNEP-TV Scranton; KFJZ-TV Ft. Worth; WIIC (TV) Pittsburgh; KCRA-TV Sacramento; WWL-TV New Orleans; WTTV (TV) Indianapolis; KPIX (TV) San Francisco; KPLR-TV St. Louis; WFGA-TV Jacksonville; WTVJ (TV) Miami, and KLIX-TV Twin Falls, Idaho.

Case of the Dangerous Robin (Ziv-UA)

(First listing.)

Sold to Brown & Williamson Tobacco Corp., Louisville, Ky. for stations in New York; Los Angeles; Philadelphia; Baltimore; Cleveland; Kansas City; New Haven; St. Louis; Boston; Dallas; San Francisco; Buffalo; Detroit; Louisville; Washington, D.C.; Chicago; Houston; Miami; Pittsburgh; Cincinnati; Indianapolis; Providence, and Minneapolis.

Background: Scheduled for a fall debut, concerns the adventures of an insurance risk negotiator, and will be sponsored by Brown & Williamson on an alternate week basis.

Now in **23** markets.

Greatest Headliners of the Century (Official)

(First listing.)

Sold to KRCA (TV) Los Angeles; WROC-TV Rochester, N.Y.; KONO-TV San Antonio; WBZ-TV Boston; WJZ-TV Baltimore; KTRK (TV) Houston, and WMCT (TV) Memphis.

Background: Official Films new 5-minute series, has been produced so that it can be used for 10, 15 or 30 minute shows, or singly as spot carriers. There are 260 titles available.

Now in **7** markets.

Lock Up (Ziv-UA)

Renewed by WGAN-TV Portland, Me.; WAVY-TV Norfolk, Va.; WKRG-TV Mobile-Pensacola; KMJ-TV Fresno; KTSM-TV El Paso; WPSD-TV Paducah, Ky.; and KVAR Phoenix. Sponsor renewals include Iowa Electric Light and Power Co., for WMT-TV Cedar Rapids; Interstate Power Co., KGLO-TV Mason City, Iowa; E.W. Edwards & Son Department Stores, WBAL-TV Baltimore. American Tobacco Co. has renewed for stations in Cleveland, Detroit, Philadelphia, Boston, Baltimore, Kansas City, New Haven, Ft. Wayne, Nashville, Knoxville, Albany-Schenectady-Troy, Dayton, Albuquerque, Shreveport, Minneapolis-St. Paul and Providence.

Now in **62** markets.

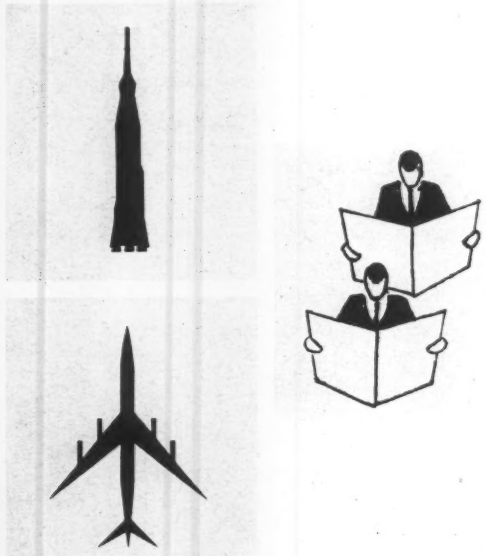
"R.C.M.P." (California National Productions)

(First listing.)

Sold to WALA-TV Mobile; WBZ-TV Boston; WNEP-TV Scranton; WNEW-TV New York; KLFY-TV Lafayette, La.; WTTG (TV) Washington, D.C.; WFAA-TV Dallas; WTVT (TV) Tampa; WGR-TV Buffalo; KTTV (TV) Los Angeles; WROC-TV Rochester, N.Y.; KFMB-TV San Diego; WCSH-TV Portland, Me.; KPHO-TV Phoenix; WWL-TV New Orleans; KDKA-TV Pittsburgh; KROD-TV El Paso; KOSA-TV Odessa, Tex., and KXTV (TV) Sacramento.

Background: Relates the adventures of a detachment of the Royal Canadian Mounted Police in 39 half-hour episodes, shot on various locations throughout Canada.

Now in **19** markets.



SAN DIEGO
CALIFORNIA

is home to the Atlas missile, the 880 jetliner, hundreds of thousands of very important people, and two very influential newspapers:

The San Diego Union
EVENING TRIBUNE

"The Ring of Truth" Copley Newspapers

15 HOMETOWN DAILY NEWSPAPERS COVERING SAN DIEGO, CALIFORNIA — GREATER LOS ANGELES — SPRINGFIELD, ILLINOIS — AND NORTHERN ILLINOIS. SERVED BY THE COPLEY WASHINGTON BUREAU AND THE COPLEY NEWS SERVICE. REPRESENTED NATIONALLY BY WEST-HOLLIDAY CO., INC.

ANOTHER WAY
RCA SERVES
BROADCASTERS
THROUGH
ELECTRONICS

new RCA automatic turntable

BQ-103

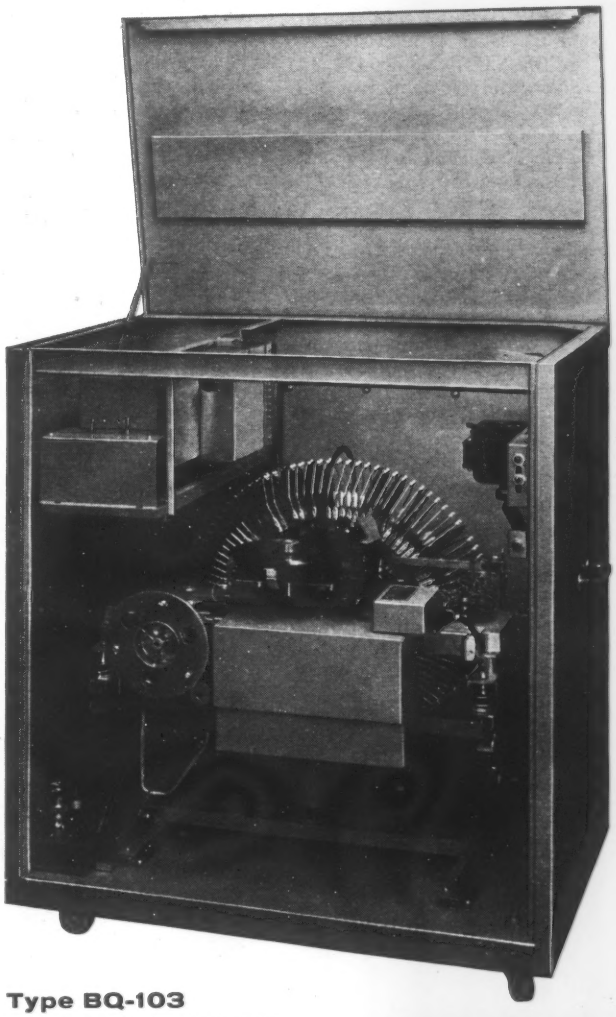
Assures Efficient, Simplified Handling of Recorded Program Material

This new automatic turntable offers easy-to-operate semi-automated programming for 45 RPM records. Record selection, cue, and playback have been automated. "Fluffs" are minimized and program flow is smoother for the listening audience.

Records may be played in either random or sequential order. Sequential play can be fully automatic. For random play, a manual control unit permits programming of any of 200 selections.

When used in combination with a Transistorized Turntable Preamplifier (Type BA-26A), the Type BQ-103 Turntable produces an output signal capable of being fed into a console at mixer level. The preamplifier easily mounts in the BQ-103 cabinet.

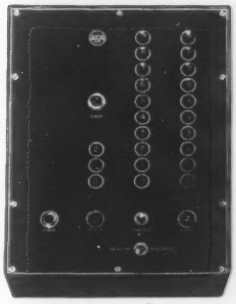
The BQ-103 Turntable offers semi-automated operation now, and becomes an integral part of the automation system later. The BQ-103 is a basic building block in preparing for automation. For complete information, call your RCA Broadcast Representative or write to RCA, Dept. **HC-22,** *Building 15-1, Camden, N.J. In Canada: RCA VICTOR Company Limited, Montreal.*



Type BQ-103
Automatic Turntable

Manual Control Unit

Full automatic or manual operation is possible with this single control unit, which provides push-button control of every turntable operation.



RCA Tmk(s) ®

RADIO CORPORATION of AMERICA

BROADCAST AND TELEVISION EQUIPMENT

CAMDEN, N. J.

POLITICS ON TV
ATAS panel discusses television's effect

A panel of state and national political figures and representatives of network news and public opinion research last Wednesday (June 8) gave the fine-tooth comb treatment to television's influence on the U.S. political scene. Despite divergent views on particular aspects, it was generally agreed that the use of television is an essential part of an office-seeker's campaign—to the point of "making or breaking" the candidate.

Participating in the forum, which was sponsored by the New York chapter of the Academy of Television Arts & Sciences were: Paul M. Butler, Democratic National Committee chairman; Sen. Thruston B. Morton, Republican National Committee chairman; Averell Harriman, former governor of New York; Sen. Jacob K. Javits (R-N.Y.), William R. McAndrew, vice president, NBC News; Elmo Roper, research analyst and partner in Elmo Roper & Assoc., and moderator John Secondari, producer for special projects, ABC.

Regarding presentation of presidential and vice presidential candidates on network tv, (if Congress suspends equal time provisions of sec. 315), the panelists were in agreement that there should be no free time and no restrictions on how the tv time should be used. When queried on party expenditures in the coming presidential campaigns, Sen. Morton said that at the national level "about 30% or $1,250,000 of what will be spent on the presidential and congressional campaigns" will be allocated to tv and radio. Mr. Butler did not mention money figures for the Democrats, but said that more spots, instead of five-minute tv talks, would be used. About 20% of his party's budget went to broadcasting in 1956, Mr. Butler stated.

No Tv Master ■ Mr. Harriman said he believes the most effective tv exposure for a candidate is to be seen even for a minute or less on established tv news shows. He referred to Franklin D. Roosevelt as the "master of radio," but that so far no politician has proved to be "master of television," adding that "perhaps it is too difficult to master."

Both Sen. Javits and Mr. Harriman said tv had greatly increased public interest in politics. Television gives the independent candidate a better chance, Sen. Javits said, because "he can reach an enormous audience with an off-beat viewpoint. The panelists also concurred that there should be more face-to-face debates on tv, but only if the debators are given a specific issue to discuss on an informal basis. "We've not yet begun to exhaust the possibilities of debate on tv," Mr. Javits said.

Sen. Morton cited the problems of televised political programs in his home state of Kentucky, where if you buy time on a Louisville station, probably 40% of the audience is across the river in Ohio. If the time is taken on a Cincinnati station, perhaps only 20% of the audience is in Kentucky. Lexington is about the only city where you get an all Kentucky audience but there you also have competition from Louisville stations. "Of course these geographic complications do not prevail nationally," he said.

Congress on Tv ■ Mr. Butler and Sen. Javits both said they were in favor of televised sessions of Congress, just as United Nations sessions are covered. They thought such telecasts would improve the quality of performances on the floor. Sen. Javits stated that congressional debates of major issues involving the people should definitely be televised. "I hope the tv industry will interest itself in such coverage," Sen. Javit said, "but I don't know whether it should be daily coverage.

Television's greatest advantage to politics, according to Mr. Roper, is that it "adds more information to people who are already interested in politics." He also believes that too-frequent exposure on tv can lead to a candidate's defeat, and despite other comments to the contrary, a candidate can easily hide his true character from the public in his tv appearances.

Broadcasters to pass hat for politicians

Radio and tv stations and networks will team with other media and the advertising industry in a four-month effort to bring out a record vote in the November elections and encourage more citizen participation.

American Heritage Foundation and the Advertising Council opened the joint drive at a meeting held June 6 in Washington. Brig. Gen. David Sarnoff, RCA board chairman, presided as chairman of the foundation. AHF was formed in 1947 to promote the principles of American liberty.

The planned advertising-media drive has three objectives—to set a new national register and vote record, to stimulate a flood of new money for political candidates and parties, and to encourage a large army of citizens to work for their candidates.

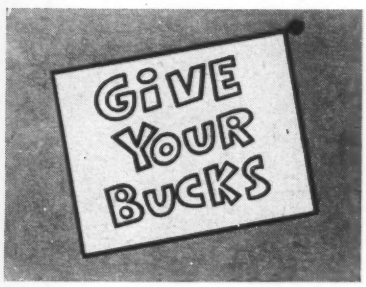
A series of one-minute and 20-second spots for radio and tv use has been prepared by Foote, Cone & Belding, volunteer task agency for the drive. The campaign is completely non-partisan. The two major parties are represented by Sen. Thruston B. Morton (R-Ky.), chairman of the Republican National Committee, and Paul Butler, chairman of the Democratic National Committee.

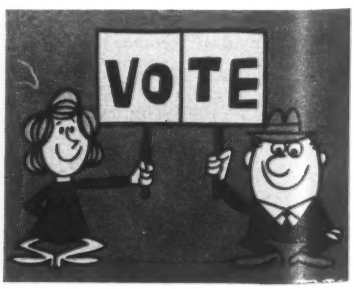
In 1956 a similar campaign brought an estimated $12 million contribution in free time, talent and space. The election drew an alltime record turnout of voters.

A full, nationwide election campaign costs an estimated $200 million for pre-election activities by all candidates for all national, state and local offices, the kickoff conference was told. This prompted Gen. Sarnoff to quip, "The networks aren't getting their share."

Participating in the campaign, along with media and advertisers, will be 155 national membership organizations.

Foote, Cone & Belding has selected "Don't Pass the Buck" as a theme for the drive. In the June-September phase, the public will be urged, "Don't Pass the Buck—Give Your Bucks to the Party of Your Choice." After mid-September the theme will be, "Don't Pass the Buck—Vote."





CAMPAIGN CLIPS

Typical segments of tv spot series to get the money and votes

Hard-boiled rating service

Let's face it: The toughest rating service of all is determined by the sponsor's pen; he either signs a renewal or he doesn't. And, by this standard especially, we shine with a gem-like brilliance. For example, Esso Standard has sponsored our 11 P.M. news for five years without an interruption. Sealy Mattress has sponsored the 11:10 P.M. weather show for eight years. Ratings like these from top national advertisers pay off — for our clients and for us — against any competition.

NBC abc

Represented by
Edward Petry & Co., Inc.

WJAR-TV

CHANNEL 10,
PROVIDENCE, R. I.

WHY DAYTIME TV BILLING DROPPED

Rising costs, increased competition blamed for network dip

The three-network competition, rising costs and station clearance problems were among the reasons given last week for the networks' first quarter decline this year in daytime gross tv time billings. Daytime programming and sales executives, whose explanations are reported below, are confident that more positive factors in coming months will offset daytime's first quarter dip.

The drop in daytime gross time billing figures came in the first quarter (January-March) of this year. In comparing first quarter 1960 with that period a year ago, according to Leading National Advertisers-Broadcast Advertiser Reports, the networks' Monday-through-Sunday daytime gross time billings fell from a high of $53,325,550 a year ago, which was a 26.4% increase over 1958, to $52,038,304 this year, representing a combined decrease of 2.4% (BROADCASTING, May 23). Individually, ABC-TV and CBS-TV were both down 1.8% and NBC-TV slumped 3.5%.

A comparative first quarter breakdown follows:

	1960	1959
ABC-TV	$ 8,942,180	$ 9,103,603
CBS-TV	23,629,575	24,059,779
NBC-TV	19,466,549	20,162,168
Total	$52,038,304	$53,325,550

The daytime billings total for the first quarter of 1958 was $42,184,408, but it should be noted that ABC-TV's major bid for a daytime share did not take place until October of that year. The creation of a three-network competition seemed to catch the interest of advertisers who were just emerging from their recession period. The simultaneous events undoubtedly were reasons behind the 26.4% gain registered in 1959's first quarter. Explanations of this year's decrease of more than $1 million, and how the networks plan to recoup their losses in coming months, are given below:

Some Retreated ■ Giraud Chester, ABC-TV's vice president in charge of tv daytime programming, said advertisers have been attracted by the three-network competition, but that since the first quarter a year ago when ABC-TV's daytime was approximately 95% sold, there has been a "slight re-distribution" of buying. Because of the competitive situation, some of the network's initial buyers in "Operation Daybreak" have since "retreated," which may be the reason for the "rather insignificant" drop in this year's first quarter. The outlook for the network's daytime sales for the rest of the year is "very bullish," Mr. Chester said. The competition is "keener," but the network also has an additional hour to offer on weekdays, starting October 10 when its daytime fall schedule goes into effect.

Larry White, director of CBS-TV's daytime programs in New York, says it is difficult to pinpoint reasons for the first quarter drop in gross time billings. But one thing that hurts is the increasing difficulty in clearing a full network lineup in fringe times, such as 10 to 11 a.m. He described the decrease as "minor" and expressed optimism for the balance of the year. It's "looking good," he said.

Rising Costs Felt ■ On the problem of falling billings, Mr. White said the reason may lie in the economic demands of the whole media, as all costs continue to climb, but the "basic problem" is the three-network competition itself. "It is a hard thing to figure," he said, "when you consider that daytime ratings, reach and frequency, and sets in use are all said to be going up every year." Commenting on the substantial gross time billing increase set a year ago, Mr. White observed that it was not a typical year because advertisers were trying to "compensate" for their recession problems. He does not believe the network's dropping of quiz shows was a contributing factor in this year's first-quarter decrease.

Robert McFadyen, NBC-TV's manager of daytime program sales, offered no specific reasons for the lower first quarter figures, but notes a steady, upward trend in the second quarter. He is confident that with new daytime programming ideas, as yet unannounced, the network's second half will more than make up for depressed first quarter.

Changing hands

ANNOUNCED ■ *The following sales of station interests were announced last week, subject to FCC approval:*

■ KTVE (TV) El Dorado, Ark.: Sold by Dr. Joe F. Rushton, W.C. Blewster and William M. Bigley. Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee and of its highly publicized legislative oversight subcommittee, at one time owned 25% of KTVE. He returned his stock two years ago and now has no interest in the station.

Mr. Simon announced that no changes in personnel are planned at this time. He said he intends to participate personnally and actively in the management of the station. The sale is subject to FCC approval.

Ex-FCC member's husband buys KTVE

Sale of KTVE (TV) El Dorado, Ark. (Monroe, La.), to Washington businessman William H. Simon indirectly brings into the commercial television arena a one-time stormy advocate of educational tv and critic of some commercial broadcasting practices. This is former FCC Commissioner Frieda B. Hennock, the wife of Mr. Simon.

Mr. Simon, who has extensive real estate holdings, bought the ch. 10 outlet for $1.1 million. He is paying $200,000 in cash, with the remainder to be paid over a 9½ year period. Mr. Simon for a short time last year owned one-third of WUST Washington.

Mrs. Simon served as FCC commissioner from 1948 to 1955. While on the commission she led the fight for educational channel reservations. She also was a proponent of uhf television.

KTVE began operating in 1955 and is affiliated with both NBC and ABC. It is owned one-third each by Dr. Joe F. Rushton, W. C. Blewster,

MR. & MRS. SIMON

and William M. Bigley to William H. Simon for $1.1 million (see story on opposite page).

■ WJMK North Syracuse, N.Y.: Sold by James A. McKecknie to Saul Panitz and Barry Winton for $75,000 plus assumption of obligations. Messrs. Panitz and Winton own WQSN Charleston, S.C. Mr. McKecknie will remain with station in executive capacity. WJMK is 1 kw on 1220 kc. Broker was W.B. Grimes & Co.

APPROVED ■ *The following transfer of station interests was among those approved by the FCC last week (for other commission activities see* FOR THE RECORD, *page 109).*

■ WRDW Augusta, Ga.: Sold by *Augusta Chronicle and Herald* to Radio Augusta Inc. for $225,000. Radio Augusta comprises George C. Nicholson and wife and John C. Amick and wife. The Nicholsons' have interests in WYZE Atlanta, Ga., and WANS Anderson, S.C.

NAB names members of convention group

Members of the NAB Convention Committee in charge of the meeting to be held May 7-11, 1961, in Washington, D.C., was announced June 8 by the NAB Policy Committee, administrative group directing association affairs pending election of a president.

Dwight W. Martin, WAFB-TV Baton Rouge, La., will be co-chairman for tv. The radio co-chairman will be announced June 16 when the NAB Radio Board elects its own chairman and vice chairman. Vice chairmen of the two boards traditionally serve as convention committee co-chairmen.

Others on the convention group are Campbell Arnoux, WTAR-TV Norfolk, Va.; Thomas C. Bostic, KIMA Yakima, Wash.; Henry B. Clay, KTHV (TV) Little Rock, Ark.; C. Wrede Petersmeyer, Corinthian Broadcasting Co.; Odin S. Ramsland, KDAL Duluth, Minn.; W.D. Rogers, KDUB-TV Lubbock, Tex., and Jack S. Younts, WEEB Southern Pines, N.C. All are NAB board members.

NAB announced last week that Joseph M. Higgins, WTHI Terre Haute, Ind., and Willard E. Walbridge, KTRK-TV Houston, had been named co-chairmen of the association's membership committee.

Clair R. McCollough, Steinman Stations, heads the policy body.

Nielsen county by county figures follow on pages 67 to 83. Balance of MEDIA section continues on page 85.

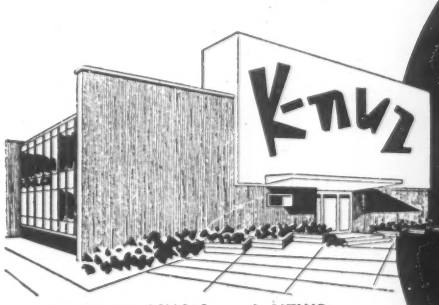
The Moneylender and His Wife
Quentin Matsys (1465?-1530) Flemish School

To reach the BUYING ADULT AUDIENCE in Houston

It's **K-NUZ** — the NO. 1* BUY in HOUSTON

. . . at the lowest cost per thousand!

*See Latest Surveys for Houston



24 HOUR MUSIC and NEWS

National Reps.:
THE KATZ AGENCY, INC.
- New York
- Chicago
- Detroit
- Atlanta
- St. Louis
- San Francisco
- Los Angeles
- Dallas

IN HOUSTON,
CALL DAVE MORRIS
JAckson 3-2581

WESTERN ELECTRIC AND

ELECTRO-TINNING of copper wire for telephone switchboard cable is one of the important manufacturing processes at Western Electric's Tonawanda Plant. Peter Opolka (left) and Norman Brown oversee the machine as a micro-thin tin coating is electrolytically deposited on copper wire as it passes through a plating bath. This thin deposit of tin makes the wire easier to solder during installation.

BUFFALO, N.Y.

The nation's third largest railroad gateway . . . New York State's second largest city . . . and for fourteen years, home of Western Electric's Tonawanda Plant. In Buffalo we make Bell telephone wire and cable . . . and contribute to the prosperity of the city and its citizens.

Situated in the midst of one of our nation's great industrial areas — six miles from the heart of bustling Buffalo —Western Electric's Tonawanda Plant bristles with activity as it goes about its main job of making telephone switchboard cable, telephone cords and fine-gauge insulated wire for the Bell Telephone System.

Western Electric employs the skills and talents of some 1900 local men and women to help carry out this assignment. In addition, we purchase large amounts of the equipment and materials we need from 446 firms right in the Buffalo area (and from 5634 suppliers throughout New York State).

How else has Buffalo benefited? The gains pop up all over town — in wages and salaries spent with hometown stores, jobs created, taxes paid to local government. Plus participation by W.E. people in civic and social affairs. It all adds up to our share in building a better Buffalo.

Besides Buffalo, Western Electric has 12 other principal manufacturing locations, where we also make hundreds of different products for the Bell System and for the government, mainly for national defense. Last year we purchased over a billion dollars' worth of raw materials, products and services from our more than 35,000 suppliers located in every state of the Union. Of these, 90% are "small businesses." The things we make and buy are distributed to the Bell telephone companies through Western Electric distribution centers in 32 cities.

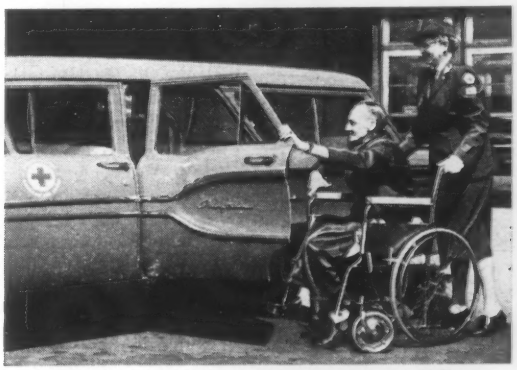
Western Electric

MANUFACTURING AND SUPPLY UNIT OF THE BELL SYSTEM

TUITION REFUND PLAN, sponsored by W.E., helps Engineering Associate Donald R. Manweiler towards a B.S. degree in electrical engineering at University of Buffalo night school. Many Tonawanda employees attend college under this program.

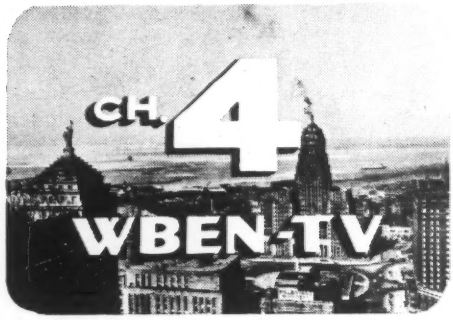
LOCAL SUPPLIER Stanley M. Knapp, Jr. (left), Vice President of Trimold, Inc., discusses a new plastic cable boot with Donald A. Miller, a member of the W.E. buying staff. This product saves time and money in connecting Call Director telephone sets.

LOOKING IN on New York's historic Old Fort Niagara are Clarence W. Weis, his wife, Raili, and their children, Michael and Lisa. Mr. Weis, a machinist, has worked at Western Electric's Tonawanda Plant for 13 years.

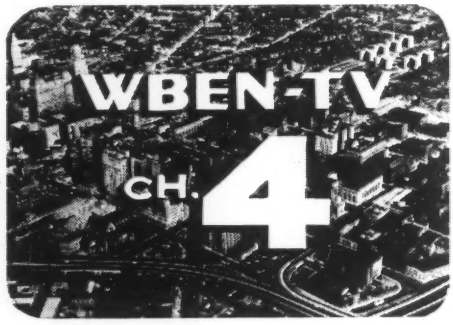


RED CROSS WORKER, W.E.'s Lottie McCallum, assists disabled veterans in her part-time, voluntary job of driving Red Cross cars. She has been devoting most of her spare time to this for 15 years.

In Buffalo and Western New York for product



identification use the station most



closely identified with the market

A minor point, perhaps, but even WBEN-TV station ID's picture the Buffalo-Western New York market.

Never-ending is the WBEN-TV effort to be the station most closely identified with the likes and the loyalties of this important area. Since 1948, when Ch. 4 pioneered television on the Niagara Frontier, good public service programming and quality local programming were the standards set and followed to build loyal audiences.

Today, to best identify your product with the shopping habits of the more than 2,000,000 people in this metropolitan market, *use the station they watch most often.* Make your TV dollars count for more — on Ch. 4, the station identified with top coverage, penetration and sales in Western New York.

National Representatives:
Harrington, Righter and Parsons

WBEN-TV
The Buffalo Evening News Station

CH. 4
CBS in Buffalo

PINPOINTED: 45.2 MILLION TV SETS

Nielsen gives county-by-county estimates of tv set ownership

New county-by-county estimates of television ownership in continental U.S. and in eight of Canada's nine provinces are being released today (June 13) by A.C. Nielsen Co.

The U.S. figures, covering all counties in all states except Hawaii and Alaska, reflect a 1.2 million gain since the last estimates a year ago and bring the total to 45.2 million television homes as of January 1960 (BROADCASTING, June 6). This represents 87% penetration of all continental U.S. homes as compared to 86% in the spring of 1959.

Canada's nine-province total is pegged at 3,423,410 television homes, or 80% of all Canadian homes, but no earlier figures are available for comparison.

Although Nielsen had not expected to release the county-by-county breakdown until next month, a change in plans brought them out only one week after the issuance of state and regional estimates (BROADCASTING, June 6).

Second Set Soon ■ Another county-by-county report—made by American Research Bureau—is slated for release soon.

Nielsen's U.S. figures have their base in a March 1956 survey by the Advertising Research Foundation, buttressed fore and aft by special studies and a complicated system of checks and cross-checks in projecting tv ownership growth since that time.

The system is essentially the same used by Nielsen and ARF in arriving at the county figures issued with Nielsen Coverage Study No. 3 in the spring of 1958. Source data in determining growth patterns at that time included four special ARF-sponsored surveys by the Census Bureau over two years prior to 1958, plus a joint ARF-Nielsen study in January 1958. This information was supplemented by personal interview records for large metropolitan counties, special surveys among more than 3,000 homes in 200 counties where set ownership was less than 50%, and additional data including sales records or local probability area selection studies or both.

The projections made from these bases in 1958 were updated again in 1959 and now as of January 1960, using both special and regular Nielsen studies throughout the U.S. to determine and double-check growth trends. Nielsen calls the figures "practical estimates" and describes their derivation as follows:

"Television homes, as of January 1960, have been derived systematically by application of 'growth rates' since Spring 1958 in terms of changes in 'total homes' and of television ownership penetration patterns during the past year . . .

"Total homes (January 1960) are estimates by *Sales Management* [and] represent the base against which new television ownership percentages have been applied.

"Television ownership percents are Nielsen estimates based on studies of trends in the acquisition of television, by area and county size. Growth in television ownership, observed in the maintenance and recruiting of thousands of homes for Nielsen research operations, has been applied to former non-owners of television, county-by-county. The rate of change for individual counties has been based on average growth rates for counties of similar characteristics."

The Canadian county estimates stem from Nielsen's first Canadian Nielsen Coverage Study (NCS '60), original field work for which consisted of a series of special studies covering all counties of Canada during November and December 1959. Total homes estimates for each county were developed by A.C. Nielsen Co. of Canada Ltd.; they tie into province totals determined by the Dominion Bureau of Statistics. Television homes by county or census division are the projected counts developed from ownership percentages as found in the county-by-county survey and applied to total homes.

Here are the Nielsen county-by-county estimates for (1) continental U.S. and (2) all Canadian provinces except Newfoundland which Nielsen said would be available later.

ALABAMA

County	Total Homes	Nielsen % Tv Homes	Nielsen Tv Homes
Autauga	4,100	57	2,320
Baldwin	12,600	82	10,300
Barbour	6,400	55	3,500
Bibb	3,600	64	2,300
Blount	6,900	75	5,210
Bullock	3,200	59	1,890
Butler	5,700	61	3,470
Calhoun	25,100	80	20,070
Chambers	9,300	69	6,440
Cherokee	4,000	71	2,830
Chilton	6,700	65	4,380
Choctaw	4,300	54	2,330
Clarke	5,900	56	3,310
Clay	3,200	62	1,970
Cleburne	2,800	71	1,980
Coffee	9,600	60	5,790
Colbert	12,100	58	7,000
Conecuh	4,200	57	2,390
Coosa	2,000	61	1,230
Covington	9,300	60	5,590
Crenshaw	3,600	63	2,270
Cullman	12,000	87	10,470
Dale	5,900	61	3,610
Dallas	14,400	66	9,500
De Kalb	11,300	64	7,240
Elmore	6,600	69	4,520
Escambia	7,800	69	5,360
Etowah	27,200	79	21,610
Fayette	4,100	62	2,560
Franklin	5,900	63	3,690
Geneva	6,000	54	3,230
Greene	3,200	52	1,680
Hale	4,300	53	2,260
Henry	4,100	57	2,350
Houston	14,400	70	10,100
Jackson	8,800	66	5,760
Jefferson	179,500	90	161,390
Lamar	3,800	66	2,500
Lauderdale	16,500	59	9,650
Lawrence	6,300	64	4,060
Lee	11,200	68	7,620
Limestone	9,400	66	6,200
Lowndes	3,000	56	1,690
Macon	4,900	62	3,060
Madison	27,800	67	18,560
Marengo	6,700	58	3,860
Marion	6,000	59	3,540
Marshall	13,100	70	9,140
Mobile	78,200	88	69,030
Monroe	5,700	54	3,090
Montgomery	46,400	87	40,300
Morgan	14,500	79	11,410
Perry	3,900	64	2,500
Pickens	5,100	58	2,970
Pike	7,000	63	4,410
Randolph	5,000	64	3,190
Russell	11,600	74	8,620
Saint Clair	6,000	76	4,530
Shelby	8,200	86	7,060
Sumter	3,900	57	2,240
Talladega	16,400	81	13,270
Tallapoosa	8,700	69	5,990
Tuscaloosa	25,500	80	20,400
Walker	13,000	88	11,410
Washington	2,600	54	1,410
Wilcox	4,500	54	2,430
Winston	3,600	61	2,190
State Total	838,600	76	638,230

ARIZONA

Apache	6,100	46	2,810
Cochise	11,600	62	7,140
Coconino	9,300	52	4,860
Gila	6,700	66	4,390
Graham	3,300	58	1,910
Greenlee	3,100	58	1,800
Maricopa	182,800	91	165,930
Mohave	2,100	46	960
Navajo	9,500	47	4,420
Pima	80,500	90	72,490
Pinal	17,300	86	14,890
Santa Cruz	3,400	61	2,070
Yavapai	7,400	53	3,910
Yuma	14,100	74	10,360
State Total	357,200	83	297,940

ARKANSAS

Arkansas	5,300	74	3,920
Ashley	5,900	65	3,860
Baxter	2,300	52	1,200
Benton	10,200	63	6,450
Boone	4,000	63	2,500
Bradley	3,100	62	1,930
Calhoun	1,300	63	810
Carroll	3,200	59	1,870
Chicot	5,300	65	3,470
Clark	5,100	66	3,370
Clay	5,700	63	3,580
Cleburne	2,000	53	1,050
Cleveland	1,600	62	1,000
Columbia	6,800	65	4,440
Conway	3,600	66	2,370
Craighead	11,800	81	9,570
Crawford	5,900	61	3,580
Crittenden	11,600	77	8,980
Cross	4,700	69	3,240
Dallas	3,000	66	1,990
Desha	5,300	61	3,250
Drew	3,500	64	2,240
Faulkner	5,800	68	3,930
Franklin	2,400	59	1,420
Fulton	2,000	60	1,200
Garland	14,700	78	11,420
Grant	2,200	64	1,410
Greene	6,300	63	3,960
Hempstead	4,800	61	2,940
Hot Spring	5,900	64	3,790
Howard	2,400	70	1,670
Independence	5,800	66	3,820
Izard	2,100	53	1,110
Jackson	7,400	66	4,870
Jefferson	23,600	73	17,290
Johnson	3,600	60	2,150
Lafayette	2,700	61	1,650
Lawrence	4,300	68	2,930
Lee	4,600	68	3,110
Lincoln	3,200	64	2,040
Little River	2,400	70	1,670
Logan	3,800	59	2,240
Lonoke	5,700	74	4,230
Madison	2,700	59	1,580
Marion	1,300	57	740
Miller	9,700	85	8,240
Mississippi	17,200	79	13,560
Monroe	4,000	68	2,700
Montgomery	1,500	61	920
Nevada	2,300	66	1,520
Newton	1,300	59	760

County	Total Homes	Nielsen % Tv Homes	Nielsen Tv Homes
Ouachita	8,200	67	5,490
Perry	1,300	70	910
Phillips	11,900	69	8,260
Pike	2,000	61	1,220
Poinsett	6,900	78	5,380
Polk	3,100	61	1,890
Pope	6,100	60	3,650
Prairie	2,800	74	2,080
Pulaski	78,100	82	64,320
Randolph	3,000	60	1,800
St. Francis	8,700	73	6,360
Saline	6,900	70	4,820
Scott	1,800	59	1,060
Searcy	2,400	56	1,340
Sebastian	18,500	84	15,630
Sevier	2,400	69	1,660
Sharp	1,700	53	900
Stone	1,600	52	840
Union	13,900	73	10,090
Van Buren	1,900	66	1,250
Washington	14,900	68	10,100
White	10,500	69	7,270
Woodruff	3,500	69	2,410
Yell	3,100	59	1,830
State Total	482,100	71	344,100
CALIFORNIA			
Alameda	293,600	90	264,240
Alpine	100	66	66
Amador	2,900	71	2,050
Butte	25,300	81	20,550
Calaveras	3,000	71	2,130
Colusa	3,200	71	2,280
Contra Costa	114,400	91	104,340
Del Norte	7,300	61	4,480
Eldorado	7,600	71	5,380
Fresno	107,100	87	93,010
Glenn	4,000	71	2,830
Humboldt	31,000	84	26,150
Imperial	18,800	74	13,980
Inyo	4,300	55	2,360
Kern	82,500	88	72,620
Kings	13,600	89	12,140
Lake	4,000	71	2,840
Lassen	4,300	57	2,470
Los Angeles	1,988,600	92	1,838,360
Madera	11,600	88	10,260
Marin	43,100	89	38,230
Mariposa	1,400	71	990
Mendocino	14,500	66	9,550
Merced	26,300	83	21,900
Modoc	2,300	57	1,320
Mono	800	70	560
Monterey	55,400	87	48,150
Napa	18,500	72	13,270
Nevada	5,800	68	3,920
Orange	231,400	92	212,750
Placer	15,600	83	12,940
Plumas	3,000	71	2,120
Riverside	91,500	85	78,210
Sacramento	146,600	89	131,130
San Benito	4,500	77	3,450
San Bernardino	152,300	89	135,300
San Diego	290,200	91	264,840
San Francisco	275,000	91	248,900
San Joaquin	74,000	89	65,510
San Luis Obispo	24,100	77	18,670
San Mateo	130,200	92	119,710
Santa Barbara	47,400	86	40,970
Santa Clara	188,600	90	169,020
Santa Cruz	27,600	87	23,930
Shasta	16,500	69	11,400
Sierra	600	67	400
Siskiyou	9,600	64	6,110
Solano	36,700	89	32,480
Sonoma	48,400	86	41,840
Stanislaus	45,300	84	38,180
Sutter	9,400	72	6,800
Tehama	7,500	75	5,610
Trinity	2,900	75	2,170
Tulare	44,100	88	38,650
Tuolumne	4,700	71	3,320
Ventura	53,000	91	48,180
Yolo	17,400	75	13,020
Yuba	7,900	69	5,440
State Total	4,901,300	90	4,401,480
COLORADO			
Adams	23,400	94	22,010
Alamosa	2,400	47	1,140
Arapahoe	31,500	89	28,170
Archuleta	800	52	420
Baca	1,700	51	860
Bent	2,200	51	1,120
Boulder	19,500	90	17,540
Chaffee	2,500	63	1,570
Cheyenne	800	50	400
Clear Creek	1,000	69	690
Conejos	2,000	47	950
Costilla	1,000	54	540
Crowley	1,000	70	700
Custer	300	66	200
Delta	4,800	61	2,940
Denver	170,600	92	157,770
Dolores	600	55	330
Douglas	1,200	66	790
Eagle	1,000	60	600
Elbert	900	65	580
El Paso	35,800	84	29,900
Fremont	5,000	66	3,300
Garfield	4,000	45	1,810
Gilpin	300	70	210
Grand	1,300	59	770
Gunnison	1,700	47	800
Hinsdale	200	50	100
Huerfano	2,400	53	1,280
Jackson	700	59	420
Jefferson	34,200	92	31,310
Kiowa	700	51	350
Kit Carson	2,400	50	1,200
Lake	2,300	63	1,450
La Plata	5,000	54	2,720
Larimer	16,000	87	13,930
Las Animas	7,000	54	3,750
Lincoln	1,400	65	910
Logan	5,300	75	3,960
Mesa	16,400	74	12,200
Mineral	200	52	100
Moffat	1,800	47	850
Montezuma	4,200	54	2,280
Montrose	5,100	59	3,030
Morgan	6,000	77	4,640
Otero	7,800	70	5,460
Ouray	700	59	420
Park	400	62	250
Phillips	1,200	51	610
Pitkin	1,300	48	620
Prowers	4,100	51	2,090
Pueblo	32,400	84	27,060
Rio Blanco	1,300	45	590
Rio Grande	3,000	48	1,430
Routt	2,100	47	1,000
Saguache	1,000	48	480
San Juan	300	56	170
San Miguel	800	60	480
Sedgwick	1,400	52	720
Summit	500	59	300
Teller	700	63	440
Washington	2,200	72	1,580
Weld	21,600	91	19,590
Yuma	3,200	51	1,640
State Total	514,600	83	425,520
CONNECTICUT			
Fairfield	185,500	93	171,940
Hartford	191,900	93	177,600
Litchfield	33,400	93	30,930
Middlesex	23,200	93	21,470
New Haven	184,900	93	171,660
New London	52,200	92	48,160
Tolland	16,200	92	14,950
Windham	20,400	92	18,840
State Total	707,700	93	655,550
DELAWARE			
Kent	17,800	91	16,170
New Castle	87,600	93	81,090
Sussex	21,500	91	19,590
State Total	126,900	92	116,850
DISTRICT OF COLUMBIA			
Dis. of Col.	243,500	92	223,900
State Total	243,500	92	223,900
FLORIDA			
Alachua	19,700	69	13,520
Baker	1,300	80	1,040
Bay	18,200	77	14,000
Bradford	3,300	79	2,620
Brevard	33,500	73	24,530
Broward	91,700	90	82,640
Calhoun	2,100	62	1,300
Charlotte	3,200	72	2,310
Citrus	2,100	58	1,220
Clay	4,800	77	3,720
Collier	5,800	72	4,190
Columbia	5,200	64	3,330
Dade	281,500	91	255,100
De Soto	2,900	58	1,690
Dixie	1,000	62	620
Duval	127,400	87	111,450
Escambia	47,300	83	39,070
Flagler	1,800	73	1,320
Franklin	2,000	47	930
Gadsden	10,800	60	6,430
Gilchrist	700	63	440
Glades	800	63	500
Gulf	2,900	62	1,800
Hamilton	2,100	64	1,340
Hardee	3,800	58	2,220
Hendry	2,100	63	1,320
Hernando	3,000	58	1,750
Highlands	6,200	63	3,890
Hillsborough	120,800	88	106,280
Holmes	3,100	57	1,780
Indian River	7,100	61	4,320
Jackson	9,400	58	5,470
Jefferson	2,600	57	1,470
Lafayette	700	62	430
Lake	16,600	74	12,220
Lee	14,300	72	10,290
Leon	20,000	56	11,220
Levy	3,000	58	1,750
Liberty	800	45	360
Madison	3,500	57	1,990
Manatee	19,300	80	15,470
Marion	14,900	66	9,860
Martin	4,800	61	2,930
Monroe	16,400	75	12,320
Nassau	4,000	81	3,230
Okaloosa	16,700	69	11,550
Okeechobee	1,400	68	960
Orange	82,800	86	71,140
Osceola	6,100	68	4,140
Palm Beach	79,000	86	67,900
Pasco	10,100	61	6,200
Pinellas	116,000	85	98,750
Polk	56,600	79	44,680
Putnam	9,300	73	6,770
St. Johns	9,700	77	7,500
St. Lucie	9,700	61	5,920
Santa Rosa	7,000	69	4,840
Sarasota	22,100	66	14,540
Seminole	13,500	65	8,790
Sumter	3,300	61	2,020
Suwannee	3,700	64	2,370
Taylor	4,100	57	2,340
Union	1,100	80	880
Volusia	39,300	66	25,930
Wakulla	1,400	47	660
Walton	4,100	57	2,340
Washington	3,000	51	1,540
State Total	1,448,500	81	1,177,440
GEORGIA			
Appling	3,000	56	1,690
Atkinson	1,500	57	850
Bacon	2,300	74	1,700
Baker	1,200	56	670
Baldwin	5,300	62	3,280
Banks	1,500	75	1,130
Barrow	3,500	76	2,650
Bartow	6,600	88	5,830
Ben Hill	3,600	57	2,030
Berrien	3,200	57	1,830
Bibb	40,000	80	31,890
Bleckley	2,200	66	1,450
Brantley	1,400	58	810
Brooks	3,600	48	1,750
Bryan	1,000	64	640
Bulloch	6,200	61	3,750
Burke	5,800	60	3,490
Butts	2,400	81	1,940
Calhoun	2,900	57	1,650
Camden	2,000	73	1,450
Candler	1,900	59	1,130
Carroll	9,600	87	8,380
Catoosa	4,800	80	3,860
Charlton	1,300	73	950
Chatham	53,900	87	46,730
Chattahoochee	2,400	76	1,820
Chattooga	5,400	79	4,260
Cherokee	5,300	83	4,400
Clarke	10,900	77	8,440
Clay	1,100	62	680
Clayton	12,600	90	11,350
Clinch	1,600	60	970
Cobb	29,900	92	27,530
Coffee	6,500	57	3,720
Colquitt	8,400	65	5,430
Columbia	2,300	79	1,820
Cook	3,000	48	1,450
Coweta	7,400	77	5,680
Crawford	1,300	67	870
Crisp	4,600	66	3,040
Dade	1,800	79	1,420
Dawson	900	82	740
Decatur	7,100	54	3,810
De Kalb	64,400	91	58,770
Dodge	3,800	66	2,520
Dooly	2,900	66	1,920
Dougherty	16,500	78	12,890
Douglas	3,200	87	2,800
Early	3,200	54	1,720
Echols	500	60	300
Effingham	1,900	60	1,150
Elbert	4,300	75	3,240
Emanuel	4,400	55	2,420
Evans	1,700	64	1,080
Fannin	3,500	63	2,210
Fayette	1,300	90	1,180
Floyd	18,500	82	15,220
Forsyth	3,000	83	2,480
Franklin	3,100	75	2,320
Fulton	163,700	91	148,820
Gilmer	2,200	80	1,770
Glascock	500	72	360
Glynn	10,500	75	7,860
Gordon	4,800	80	3,860
Grady	4,800	54	2,570
Greene	2,600	64	1,670
Gwinnett	9,400	81	7,610
Habersham	4,500	72	3,240
Hall	11,700	91	10,610
Hancock	2,100	62	1,300
Haralson	3,300	87	2,890
Harris	2,700	72	1,950
Hart	3,700	76	2,800
Heard	1,500	77	1,160
Henry	3,900	86	3,360
Houston	9,100	79	7,200
Irwin	2,500	57	1,420
Jackson	4,300	76	3,260
Jasper	1,400	75	1,040
Jeff Davis	3,200	56	1,800
Jefferson	4,200	72	3,020
Jenkins	2,500	60	1,510
Johnson	2,200	59	1,290
Jones	1,800	62	1,110
Lamar	2,500	81	2,020
Lanier	1,400	60	840
Laurens	7,700	74	5,680
Lee	1,500	64	960
Liberty	2,600	64	1,660
Lincoln	1,200	74	890
Long	900	57	510
Lowndes	13,100	62	8,140
Lumpkin	1,400	63	880
Mc Duffie	3,100	79	2,450
Mc Intosh	1,600	64	1,020

THE 17TH ANNUAL
NEWS PICTURES OF THE YEAR COMPETITION
IN RECOGNITION OF
OUTSTANDING CONTRIBUTION TO THE FIELD OF PHOTOJOURNALISM
ACCLAIMS

KFMB-TV, SAN DIEGO
NEWSFILM STATION OF THE YEAR
1959

THE NATIONAL PRESS PHOTOGRAPHERS ASSOCIATION
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SAN DIEGO

Represented by
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The Original Station Representative

SEAL OF GOOD PRACTICE

A TRANSCONTINENT STATION

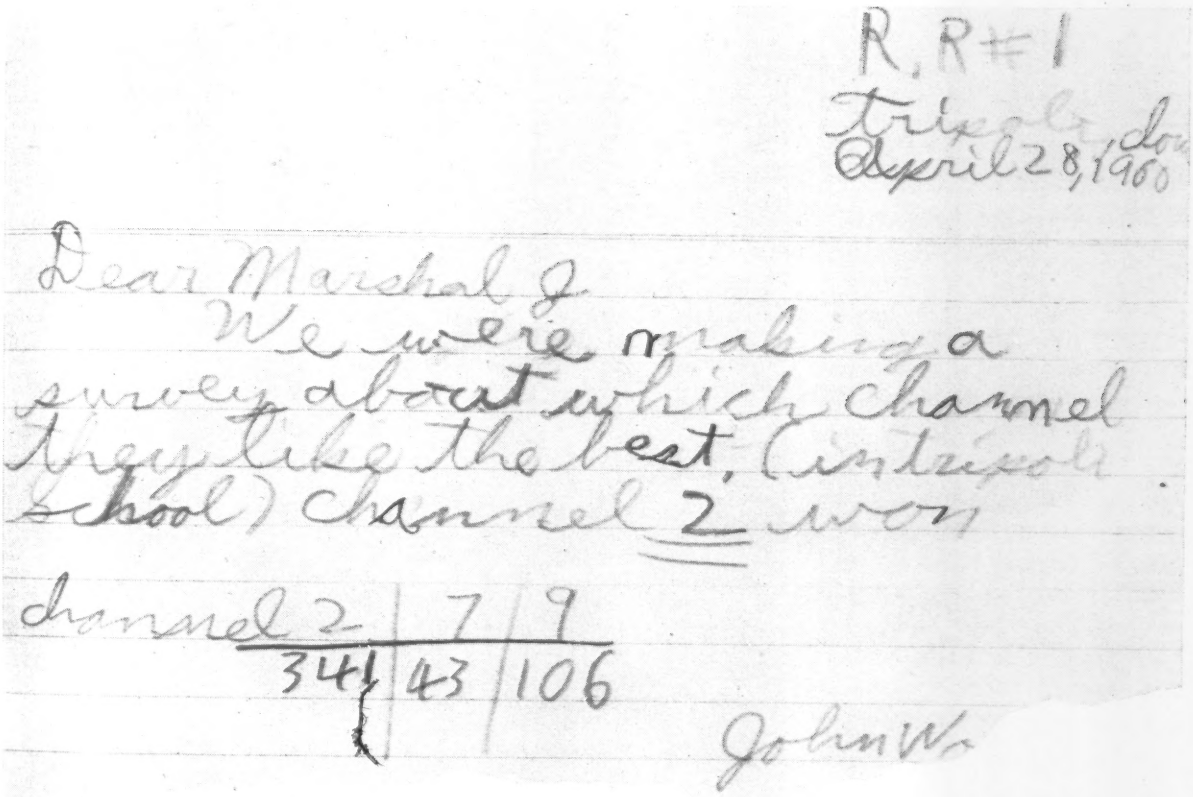
CHANNEL 8

CBS

County	Total Homes	Nielsen % Tv Homes	Nielsen Tv Homes
Macon	3,000	66	1,990
Madison	2,500	75	1,870
Marion	1,400	66	930
Meriwether	5,500	74	4,080
Miller	1,800	54	960
Mitchell	5,500	54	2,950
Monroe	2,600	81	2,100
Montgomery	1,600	55	890
Morgan	2,600	74	1,930
Murray	2,600	80	2,090
Muscogee	42,800	90	38,710
Newton	4,600	86	3,970
Oconee	1,500	75	1,120
Oglethorpe	1,900	64	1,210
Paulding	2,900	87	2,530
Peach	3,100	66	2,060
Pickens	2,200	83	1,830
Pierce	2,400	58	1,390
Pike	1,600	74	1,190
Polk	8,400	87	7,350
Pulaski	2,100	66	1,390
Putnam	1,700	62	1,050
Quitman	400	63	250
Rabun	1,700	72	1,230
Randolph	2,800	63	1,750
Richmond	41,900	84	35,150
Rockdale	2,200	86	1,900
Schley	900	67	600
Screven	4,400	60	2,640
Seminole	2,000	54	1,080
Spalding	8,600	91	7,860
Stephens	4,400	72	3,180
Stewart	1,800	66	1,200
Sumter	5,600	64	3,590
Talbot	1,900	72	1,370
Taliaferro	900	73	660
Tattnall	3,700	59	2,180
Taylor	2,100	66	1,390
Telfair	2,900	57	1,640
Terrell	3,200	64	2,060
Thomas	9,800	65	6,330
Tift	6,200	57	3,562
Toombs	3,700	59	2,180
Towns	1,100	63	690
Treutlen	1,400	55	770
Troup	12,600	81	10,260
Turner	2,500	57	1,430
Twiggs	1,500	58	880
Union	1,700	63	1,070
Upson	6,200	72	4,480
Walker	10,200	80	8,160
Walton	4,900	74	3,610
Ware	9,300	76	7,060
Warren	1,900	72	1,370
Washington	6,700	58	3,920
Wayne	4,000	57	2,270
Webster	700	67	470
Wheeler	1,100	57	630
White	1,700	63	1,060
Whitfield	10,700	89	9,540
Wilcox	2,200	66	1,450
Wilkes	2,800	73	2,050
Wilkinson	2,100	59	1,230
Worth	4,200	57	2,400
State Total	1,024,400	79	809,900
IDAHO			
Ada	27,000	89	24,050
Adams	900	64	570
Bannock	13,600	82	11,100
Bear Lake	1,800	68	1,220
Benewah	1,400	85	1,180
Bingham	7,500	79	5,940
Blaine	1,400	66	920
Boise	400	68	270
Bonner	4,500	83	3,730
Bonneville	11,900	87	10,320
Boundary	1,500	82	1,240
Butte	800	66	520
Camas	200	66	130
Canyon	18,100	76	13,770
Caribou	1,800	68	1,220
Cassia	4,000	67	2,670
Clark	200	83	170
Clearwater	2,100	75	1,570
Custer	900	52	460
Elmore	3,000	77	2,310
Franklin	2,300	67	1,540
Fremont	2,100	82	1,720
Gem	2,500	68	1,710
Gooding	2,700	66	1,790
Idaho	3,200	60	1,910
Jefferson	2,600	82	2,130
Jerome	3,100	67	2,060
Kootenai	9,200	85	7,800
Latah	7,000	69	4,840
Lemhi	1,900	51	960
Lewis	1,200	69	830
Lincoln	1,000	66	660
Madison	2,300	82	1,890
Minidoka	2,500	67	1,670
Nez Perce	7,600	69	5,250
Oneida	800	67	530
Owyhee	1,700	77	1,310
Payette	3,500	68	2,390
Power	900	67	600
Shoshone	6,200	72	4,450
Teton	700	82	580
Twin Falls	14,100	69	9,780
Valley	1,100	64	700
Washington	2,400	68	1,640
State Total	185,600	77	142,100
ILLINOIS			
Adams	21,200	92	19,590
Alexander	6,400	81	5,200
Bond	4,300	90	3,890
Boone	5,300	84	4,480
Brown	2,300	89	2,050
Bureau	12,800	91	11,640
Calhoun	2,000	89	1,780
Carroll	6,400	88	5,620
Cass	4,400	89	3,910
Champaign	34,200	91	31,170
Christian	12,800	90	11,480
Clark	5,600	85	4,750
Clay	5,800	75	4,370
Clinton	6,400	91	5,800
Coles	13,700	87	11,920
Cook	1,596,900	93	1,488,570
Crawford	6,700	85	5,690
Cumberland	3,400	85	2,880
De Kalb	15,100	93	13,970
De Witt	5,600	86	4,840
Douglas	6,400	85	5,440
Du Page	86,700	93	81,000
Edgar	7,800	85	6,630
Edwards	2,500	77	1,920
Effingham	6,900	86	5,910
Fayette	7,300	86	6,250
Ford	5,100	89	4,560
Franklin	14,800	81	12,020
Fulton	15,700	91	14,280
Gallatin	2,300	75	1,730
Greene	6,200	89	5,510
Grundy	6,600	91	6,030
Hamilton	3,700	75	2,770
Hancock	8,700	87	7,550
Hardin	1,800	77	1,380
Henderson	2,600	91	2,360
Henry	16,100	94	15,070
Iroquois	11,200	86	9,660
Jackson	13,100	87	11,460
Jasper	4,200	85	3,570
Jefferson	11,900	84	10,020
Jersey	5,300	89	4,710
Jo Daviess	7,000	88	6,140
Johnson	2,800	79	2,210
Kane	54,400	94	51,240
Kankakee	23,800	93	22,060
Kendall	4,500	91	4,120
Knox	18,700	92	17,270
Lake	74,000	95	70,230
La Salle	35,100	86	30,180
Lawrence	6,000	81	4,880
Lee	10,600	87	9,250
Livingston	13,700	87	11,870
Logan	9,200	92	8,430
McDonough	9,800	87	8,500
McHenry	21,700	93	20,140
McLean	28,300	87	24,630
Macon	37,100	90	33,520
Macoupin	14,500	91	13,190
Madison	69,900	92	64,390
Marion	13,700	90	12,350
Marshall	4,300	86	3,680
Mason	5,200	83	4,340
Massac	6,200	78	4,870
Menard	2,900	83	2,420
Mercer	5,800	91	5,250
Monroe	4,800	91	4,380
Montgomery	10,600	87	9,190
Morgan	11,000	88	9,670
Moultrie	4,300	86	3,700
Ogle	12,100	87	10,510
Peoria	62,300	93	57,750
Perry	6,500	86	5,580
Piatt	5,300	86	4,580
Pike	7,500	89	6,650
Pope	1,600	79	1,260
Pulaski	3,700	81	3,010
Putnam	1,300	85	1,110
Randolph	8,800	92	8,110
Richland	5,900	77	4,530
Rock Island	48,900	94	45,850
St. Clair	75,200	93	70,090
Saline	9,500	87	8,230
Sangamon	47,100	89	41,870
Schuyler	3,200	89	2,830
Scott	2,300	89	2,040
Shelby	8,300	86	7,130
Stark	2,600	86	2,230
Stephenson	14,400	92	13,230
Tazewell	29,000	94	27,130
Union	5,300	81	4,310
Vermilion	31,800	88	27,890
Wabash	4,300	81	3,500
Warren	8,300	90	7,500
Washington	4,700	86	4,030
Wayne	6,500	75	4,900
White	6,900	75	5,180
Whiteside	17,700	93	16,500
Will	51,400	93	47,810
Williamson	15,900	85	13,570
Winnebago	62,000	91	56,700
Woodford	8,200	86	7,030
State Total	3,106,600	92	2,848,170
INDIANA			
Adams	6,900	88	6,090
Allen	71,100	93	65,900
Bartholomew	14,800	93	13,780
Benton	3,400	89	3,040
Blackford	4,500	84	3,760
Boone	9,200	93	8,510
Brown	2,200	85	1,880
Carroll	5,700	86	4,880
Cass	12,200	92	11,230
Clark	19,900	93	18,410
Clay	8,400	84	7,080
Clinton	10,300	91	9,390
Crawford	2,700	84	2,270
Daviess	8,200	85	6,970
Dearborn	8,300	93	7,710
Decatur	6,000	90	5,370
DeKalb	9,300	91	8,490
Delaware	34,300	92	31,550
Dubois	7,300	83	6,040
Elkhart	31,700	88	27,780
Fayette	7,500	89	6,660
Floyd	16,100	93	15,010
Fountain	6,600	88	5,830
Franklin	4,700	89	4,170
Fulton	5,100	89	4,530
Gibson	10,100	86	8,650
Grant	23,300	92	21,440
Greene	9,000	91	8,190
Hamilton	11,100	93	10,300
Hancock	9,500	92	8,710
Harrison	5,700	86	4,900
Hendricks	12,200	91	11,040
Henry	15,800	89	14,070
Howard	20,200	93	18,800
Huntington	10,800	87	9,380
Jackson	9,300	86	7,960
Jasper	5,600	90	5,020
Jay	7,100	84	5,950
Jefferson	7,300	91	6,620
Jennings	5,000	90	4,500
Johnson	11,800	91	10,750
Knox	13,600	92	12,550
Kosciusko	13,300	88	11,650
LaGrange	5,100	85	4,320
Lake	144,600	93	135,070
La Porte	27,400	93	25,370
Lawrence	11,500	92	10,580
Madison	39,000	94	36,570
Marion	217,800	94	204,250
Marshall	10,000	89	8,870
Martin	3,500	85	2,970
Miami	11,000	84	9,240
Monroe	16,100	92	14,830
Montgomery	10,600	92	9,770
Morgan	9,900	92	9,150
Newton	3,900	90	3,490
Noble	8,600	91	7,860
Ohio	1,100	93	1,030
Orange	5,800	84	4,850
Owen	3,500	91	3,180
Parke	4,800	88	4,210
Perry	5,100	84	4,260
Pike	4,100	83	3,400
Porter	15,700	94	14,710
Posey	5,400	89	4,820
Pulaski	3,900	89	3,450
Putnam	7,000	84	5,910
Randolph	9,100	91	8,260
Ripley	6,800	90	6,120
Rush	6,500	90	5,830
St. Joseph	72,200	93	67,090
Scott	4,600	91	4,170
Shelby	10,700	92	9,820
Spencer	4,100	83	3,390
Starke	5,800	89	5,140
Steuben	6,000	85	5,080
Sullivan	6,800	87	5,900
Switzerland	2,000	93	1,860
Tippecanoe	25,800	88	22,680
Tipton	4,800	87	4,200
Union	1,800	89	1,610
Vanderburg	56,100	89	50,170
Vermillion	5,900	88	5,170
Vigo	34,900	93	32,520
Wabash	10,500	84	8,780
Warren	2,500	88	2,200
Warrick	7,300	83	6,050
Washington	4,800	86	4,120
Wayne	23,100	90	20,800
Wells	6,400	88	5,640
White	6,700	86	5,740
Whitley	6,500	91	5,940
State Total	1,424,200	91	1,297,250
IOWA			
Adair	3,900	79	3,090
Adams	2,500	80	1,990
Allamakee	4,500	76	3,430
Appanoose	6,000	75	4,500
Audubon	3,300	94	3,110
Benton	7,700	94	7,250
Black Hawk	38,000	96	36,460
Boone	8,700	91	7,940
Bremer	6,100	87	5,310
Buchanan	5,900	96	5,650
Buena Vista	7,100	81	5,720
Butler	5,400	86	4,650
Calhoun	5,100	78	3,980
Carroll	6,800	93	6,300
Cass	6,200	94	5,830
Cedar	5,800	97	5,600
Cerro Gordo	16,700	96	15,960
Cherokee	5,200	93	4,840
Chickasaw	4,200	79	3,330
Clarke	3,200	68	2,180
Clay	5,200	76	3,950
Clayton	6,700	76	5,090
Clinton	17,500	97	16,980
Crawford	5,700	93	5,280
Dallas	7,600	92	6,970
Davis	3,200	81	2,610
Decatur	3,800	74	2,800
Delaware	5,200	96	4,990
Des Moines	15,600	96	14,930
Dickinson	4,000	76	3,040
Dubuque	22,000	93	20,450
Emmet	4,500	69	3,100
Fayette	8,500	82	6,970

Move over,
ARB,
Nielsen,
& Pulse.

Make way for
John of Tripoli:



R. R #1
Tripoli, Iowa
April 28, 1960

Dear Marshal J
We were making a survey about which Channel they like the best. (in Tripoli School) Channel 2 won

Channel 2	7	9
341	43	106

John W.

This analysis-in-depth comes to you breathlessly from WMT-TV (Channel 2), whose management swears (1) that Tripoli, Iowa is 42 air miles from our transmitter and 67 air miles from Cedar Rapids; (2) that this survey was unsolicited;* (3) that John is not a member of our staff. (Marshal J, our own cowboy-type cowboy, is.)

* Professional surveys show that WMT-TV is number one in all time periods from 9:00 A.M. until sign-off in share of audience; in station totals, WMT-TV enjoys a substantial dominance from 6:00 A.M. until sign-off. More than half of the state's 734,600 tv homes are in our tv area; an average of better than 50% of these sets are tuned to WMT-TV. (Our national representatives: The Katz Agency.)

County	Total Homes	Nielsen % Tv Homes	Nielsen Tv Homes
Floyd	6,900	79	5,470
Franklin	5,200	88	4,570
Fremont	3,100	94	2,910
Greene	4,800	91	4,380
Grundy	4,600	90	4,150
Guthrie	4,300	92	3,940
Hamilton	6,800	95	6,480
Hancock	4,400	83	3,670
Hardin	7,100	95	6,760
Harrison	5,300	96	5,110
Henry	6,100	82	5,020
Howard	3,700	73	2,710
Humboldt	4,300	74	3,200
Ida	3,100	93	2,870
Iowa	4,900	84	4,110
Jackson	5,800	92	5,340
Jasper	10,900	96	10,450
Jefferson	5,700	82	4,690
Johnson	14,600	85	12,440
Jones	5,800	92	5,340
Keokuk	5,300	84	4,450
Kossuth	7,600	75	5,670
Lee	13,600	83	11,230
Linn	40,800	97	39,480
Louisa	3,000	84	2,520
Lucas	3,400	68	2,320
Lyon	4,100	93	3,790
Madison	4,500	91	4,080
Mahaska	7,800	79	6,190
Marion	7,900	94	7,450
Marshall	11,900	95	11,330
Mills	3,200	92	2,940
Mitchell	4,200	85	3,580
Monona	4,900	97	4,730
Monroe	3,000	75	2,240
Montgomery	5,700	92	5,250
Muscatine	10,500	97	10,170
Obrien	5,900	81	4,800
Osceola	2,700	81	2,200
Page	7,000	94	6,550
Palo Alto	4,400	69	3,020
Plymouth	6,800	93	6,290
Pocahontas	4,100	73	3,000
Polk	86,700	96	83,560
Pottawattamie	23,100	95	22,010
Poweshiek	6,100	79	4,830
Ringgold	2,800	81	2,270
Sac	5,500	81	4,430
Scott	37,000	97	35,920
Shelby	4,700	95	4,440
Sioux	7,000	93	6,480
Story	15,000	95	14,270
Tama	6,900	90	6,210
Taylor	3,800	81	3,070
Union	5,200	79	4,120
Van Buren	3,600	81	2,930
Wapello	16,500	82	13,570
Warren	6,100	91	5,540
Washington	6,900	84	5,800
Wayne	3,900	74	2,880
Webster	14,200	96	13,690
Winnebago	3,800	83	3,170
Winneshiek	6,100	74	4,490
Woodbury	33,700	97	32,620
Worth	3,400	85	2,910
Wright	6,300	88	5,550
State Total	859,800	90	775,950

KANSAS

Allen	5,400	73	3,960
Anderson	2,900	66	1,930
Atchison	6,200	88	5,460
Barber	2,700	77	2,080
Barton	10,200	94	9,570
Bourbon	5,800	73	4,260
Brown	4,300	80	3,420
Butler	13,400	85	11,360
Chase	1,400	76	1,060
Chautauqua	2,200	65	1,430
Cherokee	7,400	75	5,570
Cheyenne	1,400	48	670
Clark	1,100	66	730
Clay	3,700	66	2,450
Cloud	4,600	60	2,780
Coffey	2,700	67	1,800
Comanche	1,000	78	780
Cowley	12,800	81	10,400
Crawford	12,900	81	10,490
Decatur	2,000	61	1,220
Dickinson	7,400	61	4,500
Doniphan	3,000	88	2,640
Douglas	10,600	78	8,250
Edwards	1,800	82	1,480
Elk	1,800	65	1,170
Ellis	5,400	75	4,050
Ellsworth	2,600	69	1,800
Finney	4,000	60	2,390
Ford	6,000	67	4,010
Franklin	6,500	83	5,400
Geary	8,100	61	4,930
Gove	900	56	500
Graham	1,300	60	780
Grant	1,400	52	730
Gray	1,100	67	740
Greeley	600	49	300
Greenwood	3,500	76	2,660
Hamilton	900	43	390
Harper	3,100	77	2,380
Harvey	7,600	82	6,250
Haskell	700	52	360
Hodgeman	1,000	82	820
Jackson	3,300	80	2,630
Jefferson	3,300	79	2,620
Jewell	2,200	61	1,330
Johnson	43,600	95	41,490
Kearny	800	52	420
Kingman	3,300	77	2,540
Kiowa	1,400	77	1,080
Labette	9,000	70	6,270
Lane	800	56	450
Leavenworth	11,600	96	11,090
Lincoln	2,000	70	1,390
Linn	2,900	82	2,370
Logan	1,100	47	520
Lyon	7,900	68	5,350
Mc Pherson	7,500	81	6,050
Marion	4,600	76	3,510
Marshall	5,200	64	3,330
Meade	1,500	67	1,000
Miami	6,300	81	5,130
Mitchell	2,700	60	1,630
Montgomery	16,800	80	13,460
Morris	2,400	76	1,830
Morton	900	43	390
Nemaha	4,000	79	3,180
Neosho	6,500	75	4,910
Ness	1,600	55	890
Norton	2,700	60	1,630
Osage	4,600	83	3,820
Osborne	2,100	64	1,350
Ottawa	2,100	69	1,460
Pawnee	2,900	82	2,380
Phillips	3,200	64	2,060
Pottawatomie	3,800	64	2,450
Pratt	4,000	77	3,080
Rawlins	1,400	47	660
Reno	19,800	95	18,740
Republic	3,700	66	2,450
Rice	4,700	81	3,800
Riley	6,400	68	4,330
Rooks	3,000	64	1,930
Rush	1,900	75	1,430
Russell	3,500	75	2,620
Saline	12,900	79	10,250
Scott	1,200	55	660
Sedgwick	109,400	94	103,310
Seward	3,700	52	1,920
Shawnee	44,500	95	42,170
Sheridan	1,100	60	660
Sherman	1,900	49	930
Smith	2,600	64	1,670
Stafford	2,200	82	1,800
Stanton	600	43	260
Stevens	1,200	43	520
Sumner	9,400	77	7,220
Thomas	2,100	47	990
Trego	1,600	56	900
Wabaunsee	2,300	68	1,560
Wallace	600	49	290
Washington	3,600	66	2,390
Wichita	700	48	330
Wilson	4,800	75	3,620
Woodson	2,000	66	1,330
Wyandotte	60,500	96	57,830
State Total	675,300	83	557,660

KENTUCKY

Adair	4,300	63	2,690
Allen	3,700	60	2,230
Anderson	2,300	74	1,700
Ballard	2,800	62	1,730
Barren	8,900	60	5,370
Bath	2,700	54	1,460
Bell	7,800	65	5,060
Boone	6,400	90	5,750
Bourbon	4,800	68	3,260
Boyd	15,300	93	14,230
Boyle	6,000	65	3,900
Bracken	2,200	84	1,840
Breathitt	3,900	53	2,050
Breckenridge	4,100	79	3,220
Bullitt	4,600	91	4,170
Butler	2,600	58	1,500
Caldwell	3,600	52	1,880
Calloway	6,100	58	3,540
Campbell	27,100	94	25,380
Carlisle	1,700	62	1,050
Carroll	2,300	90	2,070
Carter	5,300	83	4,400
Casey	4,100	60	2,440
Christian	10,000	70	7,010
Clark	5,300	55	2,890
Clay	4,900	45	2,200
Clinton	2,300	45	1,030
Crittenden	2,800	52	1,470
Cumberland	2,500	58	1,450
Daviess	19,500	80	15,500
Edmonson	2,000	61	1,210
Elliott	1,400	83	1,160
Estill	3,400	46	1,550
Fayette	36,000	69	24,690
Fleming	2,900	64	1,850
Floyd	9,900	80	7,940
Franklin	9,800	75	7,320
Fulton	3,000	58	1,740
Gallatin	1,300	90	1,170
Garrard	2,600	65	1,680
Grant	2,700	90	2,430
Graves	9,700	59	5,680
Grayson	5,100	60	3,080
Green	3,400	63	2,130
Greenup	7,000	83	5,810
Hancock	1,400	78	1,090
Hardin	14,500	85	12,310
Harlan	11,900	68	8,100
Harrison	4,300	75	3,240
Hart	3,900	60	2,350
Henderson	10,500	77	8,100
Henry	3,200	77	2,470
Hickman	2,100	62	1,300
Hopkins	12,000	62	7,420
Jackson	3,000	44	1,330
Jefferson	175,400	93	163,350
Jessamine	3,700	65	2,400
Johnson	5,100	73	3,740
Kenton	41,300	95	39,360
Knott	3,400	53	1,790
Knox	6,600	56	3,680
Larue	2,900	62	1,810
Laurel	6,800	44	3,000
Lawrence	3,200	73	2,340
Lee	2,000	50	1,000
Leslie	3,600	45	1,620
Letcher	6,100	58	3,560
Lewis	3,200	64	2,050
Lincoln	4,300	59	2,560
Livingston	2,000	57	1,140
Logan	5,700	71	4,070
Lyon	1,500	58	860
McCracken	18,200	66	11,990
McCreary	2,700	54	1,470
McLean	2,700	58	1,560
Madison	9,600	56	5,340
Magoffin	2,600	53	1,370
Marion	3,600	74	2,660
Marshall	4,900	62	3,040
Martin	2,000	74	1,470
Mason	5,000	84	4,190
Meade	2,200	79	1,730
Menifee	700	47	330
Mercer	4,000	65	2,600
Metcalfe	2,500	58	1,450
Monroe	3,400	58	1,970
Montgomery	2,900	55	1,580
Morgan	2,700	50	1,350
Muhlenberg	7,600	64	4,850
Nelson	4,900	91	4,440
Nicholas	2,200	68	1,500
Ohio	4,800	57	2,750
Oldham	3,200	77	2,470
Owen	2,500	75	1,870
Owsley	1,700	45	760
Pendleton	3,300	83	2,750
Perry	7,800	59	4,620
Pike	15,500	70	10,790
Powell	1,500	46	690
Pulaski	9,200	56	5,190
Robertson	600	83	500
Rockcastle	2,900	44	1,280
Rowan	2,600	64	1,660
Russell	3,100	60	1,850
Scott	3,800	75	2,860
Shelby	5,000	77	3,840
Simpson	3,000	72	2,150
Spencer	1,500	91	1,360
Taylor	4,800	63	3,010
Todd	3,300	72	2,360
Trigg	2,200	58	1,280
Trimble	1,500	77	1,150
Union	3,600	56	2,010
Warren	12,800	69	8,850
Washington	3,000	74	2,220
Wayne	3,900	45	1,760
Webster	4,400	56	2,450
Whitley	6,700	55	3,650
Wolfe	1,600	50	790
Woodford	3,200	75	2,410
State Total	831,100	75	622,170

LOUISIANA

Acadia	13,200	66	8,720
Allen	5,900	65	3,840
Ascension	6,600	68	4,510
Assumption	4,100	63	2,570
Avoyelles	10,400	67	6,990
Beauregard	6,300	65	4,100
Bienville	4,200	63	2,660
Bossier	12,200	81	9,890
Caddo	60,500	87	52,350
Calcasieu	39,400	78	30,630
Caldwell	2,500	67	1,690
Cameron	1,600	66	1,060
Catahoula	2,800	63	1,770
Claiborne	5,700	63	3,620
Concordia	4,400	63	2,780
De Soto	5,600	75	4,190
E. Baton Rouge	64,700	85	55,290
East Carroll	3,500	69	2,410
E. Feliciana	3,000	62	1,860
Evangeline	8,700	65	5,630
Franklin	7,200	71	5,100
Grant	2,800	70	1,950
Iberia	13,700	71	9,760
Iberville	7,000	64	4,490
Jackson	3,500	70	2,450
Jefferson	56,700	88	49,860
Jeff Davis	7,800	66	5,120
Lafayette	20,700	73	15,180
Lafourche	11,800	82	9,700
La Salle	3,800	68	2,570
Lincoln	7,100	66	4,690
Livingston	6,100	68	4,170
Madison	4,200	69	2,890
Morehouse	8,900	69	6,120
Natchitoches	10,900	68	7,430
Orleans	180,100	88	158,920
Ouachita	25,700	81	20,770
Plaquemines	4,900	83	4,070
Pointe Coupee	5,200	62	3,220
Rapides	30,700	79	24,190
Red River	2,800	74	2,090

Why railroad men watch television

At home, TV is entertainment—but on railroads, it's strictly business.

Freight cars entering or leaving the yards are pictured on TV in the yard office. The numbers on the cars provide immediate identification, resulting in faster make-up of trains.

Because railroads are constantly exploring opportunities for progress like this, railroad service is reaching new peaks of efficiency every year. And that's important to all of us—for we're going to need railroads more than ever in the boom years ahead.

That's why an enlightened public policy, giving railroads equal opportunity with competing forms of transportation, is in everyone's interest. America's railroads—the lifeline of the nation—are the main line to *your* future.

ASSOCIATION OF

AMERICAN RAILROADS

WASHINGTON 6, D. C.

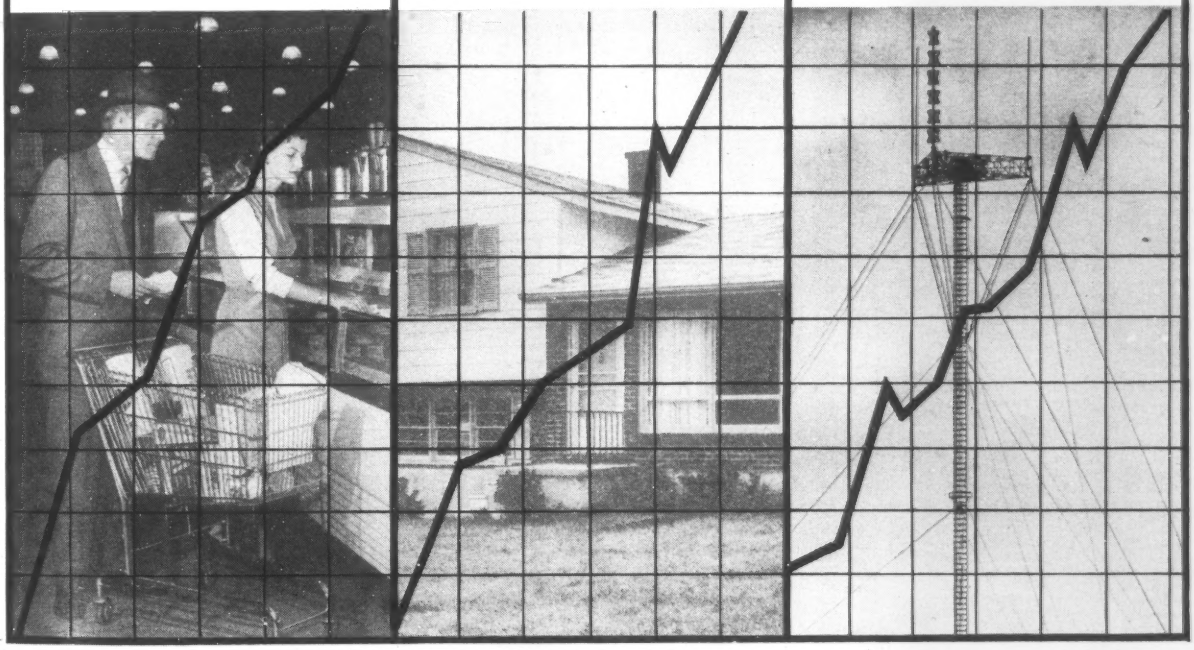
County	Total Homes	Nielsen % Tv Homes	Nielsen Tv Homes
Richland	6,100	79	4,820
Sabine	5,300	60	3,160
St. Bernard	7,300	87	6,390
St. Charles	3,700	78	2,870
St. Helena	2,300	62	1,420
St. James	3,400	78	2,640
St. John Baptist	3,500	78	2,720
St. Landry	21,100	66	13,820
St. Martin	6,200	62	3,870
St. Mary	10,800	71	7,710
St. Tammany	8,900	78	6,910
Tangipahoa	16,900	86	14,460
Tensas	3,000	69	2,060
Terrebonne	13,900	85	11,820
Union	4,600	66	3,040
Vermilion	10,600	65	6,900
Vernon	6,700	60	4,000
Washington	11,400	82	9,400
Webster	10,400	79	8,170
W. Baton Rouge	3,100	64	1,990
West Carroll	3,500	79	2,760
W. Feliciana	1,800	62	1,120
Winn	4,400	70	3,070
State Total	855,800	79	676,420
MAINE			
Androscoggin	23,900	93	22,200
Aroostook	23,900	81	19,410
Cumberland	51,800	92	47,440
Franklin	4,900	87	4,260
Hancock	10,500	88	9,270
Kennebec	23,600	92	21,790
Knox	8,800	89	7,810
Lincoln	5,500	91	5,010
Oxford	11,500	91	10,420
Penobscot	31,000	92	28,470
Piscataquis	4,800	88	4,200
Sagadahoc	5,500	91	5,010
Somerset	11,100	84	9,320
Waldo	6,200	89	5,510
Washington	9,800	88	8,580
York	28,100	92	25,880
State Total	260,900	90	234,580
MARYLAND			
Allegany	26,300	77	20,300
Anne Arundel	51,600	92	47,260
Baltimore	415,700	91	378,450
Calvert	3,600	86	3,100
Caroline	5,300	88	4,680
Carroll	13,800	92	12,650
Cecil	12,400	89	10,970
Charles	8,300	86	7,150
Dorchester	8,200	87	7,130
Frederick	19,000	89	16,890
Garrett	4,900	64	3,120
Harford	19,300	91	17,520
Howard	8,500	88	7,460
Kent	4,300	88	3,790
Montgomery	86,600	93	80,250
Prince Georges	103,500	92	95,570
Queen Annes	4,800	88	4,230
St. Marys	9,500	86	8,170
Somerset	5,500	61	3,350
Talbot	6,500	87	5,650
Washington	26,600	84	22,440
Wicomico	14,300	87	12,500
Worcester	7,100	61	4,310
State Total	865,600	90	776,940
MASSACHUSETTS			
Barnstable	17,300	92	15,950
Berkshire	41,900	93	38,790
Bristol	120,700	93	112,370
Dukes	1,800	90	1,630
Essex	171,000	93	159,410
Franklin	17,300	90	15,590
Hampden	112,900	93	105,400
Hampshire	23,300	91	21,110
Middlesex	333,600	93	309,080
Nantucket	1,000	91	910
Norfolk	140,200	93	130,470
Plymouth	70,200	93	65,390
Suffolk	239,200	93	222,790
Worcester	171,300	93	159,270
State Total	1,461,700	93	1,358,160
MICHIGAN			
Alcona	1,000	84	840
Alger	2,900	75	2,160
Allegan	18,700	92	17,260
Alpena	8,000	72	5,740
Antrim	3,200	82	2,610
Arenac	2,900	87	2,520
Baraga	1,800	76	1,360
Barry	10,300	91	9,380
Bay	30,700	93	28,460
Benzie	2,300	83	1,900
Berrien	49,100	93	45,610
Branch	11,600	87	10,150
Calhoun	42,100	93	39,060
Cass	10,200	90	9,190
Charlevoix	3,900	76	2,980
Cheboygan	4,000	77	3,060
Chippewa	9,400	76	7,190
Clare	3,900	89	3,460
Clinton	10,000	93	9,260
Crawford	1,300	84	1,090
Delta	9,900	81	8,070
Dickinson	7,100	85	6,010
Eaton	14,800	91	13,430
Emmet	4,600	77	3,520
Genesee	116,000	91	106,050
Gladwin	2,900	89	2,580
Gogebic	8,000	78	6,200
Gr. Traverse	9,400	82	7,750
Gratiot	10,800	92	9,960
Hillsdale	10,500	86	8,990
Houghton	9,700	73	7,080
Huron	9,400	92	8,650
Ingham	64,600	93	60,050
Ionia	12,400	92	11,420
Iosco	5,200	87	4,520
Iron	5,800	76	4,380
Isabella	8,400	89	7,470
Jackson	38,300	93	35,520
Kalamazoo	48,700	94	45,550
Kalkaska	1,300	82	1,070
Kent	106,700	93	99,130
Keweenaw	700	76	530
Lake	1,500	89	1,330
Lapeer	11,600	92	10,680
Leelanau	2,600	82	2,140
Lenawee	24,900	92	23,030
Livingston	11,300	92	10,350
Luce	1,600	75	1,200
Mackinac	3,000	77	2,300
Macomb	109,100	94	103,000
Manistee	6,300	83	5,250
Marquette	14,500	77	11,190
Mason	6,600	82	5,430
Mecosta	5,800	91	5,260
Menominee	7,200	85	6,110
Midland	14,000	90	12,570
Missaukee	1,900	82	1,550
Monroe	29,600	93	27,600
Montcalm	11,900	93	11,040
Montmorency	1,200	72	860
Muskegon	43,900	94	41,180
Newaygo	7,600	89	6,750
Oakland	197,600	94	184,850
Oceana	4,700	82	3,860
Ogemaw	2,500	85	2,120
Ontonagon	3,000	77	2,320
Osceola	3,800	91	3,440
Oscoda	900	85	770
Otsego	2,000	84	1,690
Ottawa	29,800	92	27,470
Presque Isle	3,200	72	2,300
Roscommon	2,300	84	1,930
Saginaw	55,000	93	50,980
St. Clair	31,200	93	28,920
St. Joseph	15,000	93	13,880
Sanilac	11,000	90	9,850
Schoolcraft	2,400	75	1,790
Shiawassee	16,900	93	15,670
Tuscola	13,300	91	12,150
Van Buren	16,500	92	15,220
Washtenaw	43,400	93	40,250
Wayne	828,000	94	777,430
Wexford	5,600	83	4,660
State Total	2,336,700	92	2,151,580
MINNESOTA			
Aitkin	3,800	77	2,940
Anoka	18,700	97	18,180
Becker	6,600	69	4,560
Beltrami	7,000	48	3,350
Benton	4,900	66	3,250
Big Stone	2,300	64	1,460
Blue Earth	12,000	93	11,180
Brown	8,100	84	6,840
Carlton	7,400	77	5,690
Carver	5,500	94	5,170
Cass	5,100	52	2,670
Chippewa	4,700	61	2,860
Chisago	4,500	93	4,190
Clay	10,000	90	9,040
Clearwater	2,600	48	1,240
Cook	1,300	74	960
Cottonwood	4,800	77	3,670
Crow Wing	9,600	66	6,290
Dakota	19,300	96	18,590
Dodge	3,900	84	3,290
Douglas	6,600	58	3,810
Faribault	7,500	77	5,790
Fillmore	7,800	77	5,990
Freeborn	10,300	91	9,410
Goodhue	9,700	95	9,220
Grant	2,800	60	1,670
Hennepin	252,000	97	244,690
Houston	4,500	77	3,460
Hubbard	2,700	52	1,410
Isanti	3,200	93	2,970
Itasca	11,100	79	8,750
Jackson	4,200	85	3,580
Kanabec	2,500	78	1,940
Kandiyohi	8,300	81	6,750
Kittson	2,600	58	1,520
Koochiching	5,000	50	2,500
Lac Qui Parle	3,600	65	2,330
Lake	4,000	74	2,950
Lake Of Woods	1,300	50	650
Le Sueur	6,000	83	4,960
Lincoln	2,900	69	2,000
Lyon	6,700	65	4,390
McLeod	7,700	89	6,850
Mahnomen	1,500	69	1,040
Marshall	4,100	58	2,390
Martin	8,600	77	6,640
Meeker	5,400	81	4,400
Mille Lacs	4,900	66	3,250
Morrison	7,200	60	4,330
Mower	13,900	92	12,730
Murray	4,000	80	3,190
Nicollet	5,300	84	4,470
Nobles	6,300	85	5,370
Norman	3,200	69	2,200
Olmsted	16,200	96	15,500
Otter Tail	13,500	68	9,160
Pennington	3,400	65	2,210
Pine	5,100	77	3,920
Pipestone	3,900	80	3,110
Polk	10,700	69	7,350
Pope	3,400	58	1,970
Ramsey	122,600	97	118,350
Red Lake	1,300	65	840
Redwood	6,400	78	4,990
Renville	7,100	78	5,540
Rice	9,700	95	9,220
Rock	3,300	80	2,630
Roseau	3,800	58	2,210
St. Louis	71,400	91	65,190
Scott	5,300	94	4,980
Sherburne	3,100	88	2,730
Sibley	4,300	89	3,830
Stearns	19,900	90	17,860
Steele	7,500	84	6,340
Stevens	2,900	64	1,850
Swift	4,100	65	2,650
Todd	6,700	60	4,030
Traverse	2,200	63	1,400
Wabasha	5,300	88	4,690
Wadena	4,100	52	2,150
Waseca	4,800	83	3,960
Washington	11,900	96	11,430
Watonwan	4,200	77	3,210
Wilkin	2,500	90	2,260
Winona	11,600	73	8,520
Wright	8,200	88	7,230
Yellow Med	4,400	69	3,030
State Total	974,300	87	847,360
MISSISSIPPI			
Adams	10,600	60	6,410
Alcorn	7,100	60	4,260
Amite	4,000	50	2,000
Attala	5,600	58	3,250
Benton	2,000	60	1,200
Bolivar	15,100	57	8,570
Calhoun	4,000	50	2,010
Carroll	2,800	51	1,430
Chickasaw	4,400	51	2,230
Choctaw	2,200	46	1,010
Claiborne	2,600	59	1,530
Clarke	4,300	59	2,560
Clay	4,100	53	2,180
Coahoma	13,400	58	7,820
Copiah	7,300	62	4,540
Covington	3,600	62	2,220
De Soto	5,600	71	3,950
Forrest	14,500	60	8,730
Franklin	2,100	59	1,250
George	2,600	56	1,460
Greene	1,700	56	950
Grenada	4,700	51	2,420
Hancock	3,200	79	2,530
Harrison	29,300	76	22,270
Hinds	47,900	83	39,620
Holmes	6,200	63	3,890
Humphreys	4,100	60	2,470
Issaquena	700	60	420
Itawamba	3,900	59	2,290
Jackson	13,100	86	11,290
Jasper	4,400	66	2,900
Jefferson	2,400	59	1,430
Jeff Davis	3,500	57	2,010
Jones	16,500	67	11,090
Kemper	2,700	57	1,550
Lafayette	4,800	51	2,470
Lamar	3,200	59	1,880
Lauderdale	19,600	78	15,300
Lawrence	2,800	57	1,600
Leake	4,700	58	2,730
Lee	11,100	69	7,620
Leflore	12,300	56	6,860
Lincoln	7,100	58	4,140
Lowndes	10,900	51	5,520
Madison	6,900	65	4,480
Marion	6,100	54	3,310
Marshall	5,100	56	2,870
Monroe	8,900	58	5,150
Montgomery	3,300	51	1,690
Neshoba	5,000	57	2,860
Newton	5,200	66	3,430
Noxubee	3,900	58	2,270
Oktibbeha	5,900	53	3,130
Panola	7,100	73	5,160
Pearl River	5,700	79	4,520
Perry	2,200	56	1,240
Pike	9,200	61	5,640
Pontotoc	4,900	57	2,790
Prentiss	4,800	59	2,820
Quitman	5,100	60	3,060
Rankin	6,300	58	3,640
Scott	5,000	58	2,880
Sharkey	2,500	60	1,510
Simpson	5,300	58	3,070
Smith	3,700	58	2,140
Stone	1,600	57	910
Sunflower	11,300	51	5,770
Tallahatchie	6,100	59	3,630
Tate	4,400	71	3,110
Tippah	4,100	60	2,480
Tishomingo	4,100	60	2,470
Tunica	5,200	60	3,120
Union	5,800	57	3,310
Walthall	3,600	55	1,960
Warren	12,400	69	8,520

WMAR-TV DELIVERS MORE IN BALTIMORE'S THREE-STATION MARKET!

MORE ADULT VIEWERS*
MORE quarter-hour firsts—ratings**

MORE HOMES VIEWING*
MORE quarter-hour firsts—homes**

MORE HOMES POTENTIAL***
856,900
WMAR-TV HOMES POTENTIAL
COMPARE { Station B-757,500 homes
Station C-768,700 homes



*ARB —March, 1960—Based on aggregate of all quarter-hours for one week, sign-on to midnight, where audience composition is given for all three Baltimore TV stations.
**NIELSEN —May, 1960—Aggregate for all quarter-hours in one week (4-week average), sign-on to midnight, when all three Baltimore TV stations were on the air.
***ARB —March-April, 1960

In Maryland Most People Watch WMAR-TV!

WMAR-TV
SUNPAPERS TELEVISION
•
Baltimore 3, Maryland
Represented Nationally by THE KATZ AGENCY, Inc.

CBS TELEVISION
CHANNEL 2

County	Total Homes	Nielsen % Tv Homes	Nielsen Tv Homes
Washington	21,100	60	12,690
Wayne	3,900	59	2,310
Webster	2,600	56	1,450
Wilkinson	2,700	50	1,350
Winston	4,600	58	2,670
Yalobusha	3,200	51	1,640
Yazoo	8,200	66	5,400
State Total	555,700	64	354,310

MISSOURI

Adair	6,500	66	4,320
Andrew	3,700	82	3,040
Atchison	2,900	71	2,050
Audrain	8,900	77	6,820
Barry	6,500	68	4,420
Barton	3,900	67	2,630
Bates	5,900	74	4,370
Benton	2,700	79	2,130
Bollinger	2,600	75	1,960
Boone	15,500	83	12,800
Buchanan	32,700	92	30,210
Butler	10,800	70	7,540
Caldwell	3,300	82	2,710
Callaway	6,200	77	4,760
Camden	2,100	76	1,590
Cpe. Girardeau	11,800	84	9,890
Carroll	4,600	77	3,520
Carter	1,400	57	800
Cass	6,700	80	5,370
Cedar	3,400	67	2,290
Chariton	4,100	63	2,580
Christian	3,700	73	2,710
Clark	2,600	80	2,080
Clay	29,000	96	27,960
Clinton	3,500	91	3,170
Cole	11,500	88	10,140
Cooper	4,700	75	3,530
Crawford	3,100	63	1,960
Dade	2,600	68	1,760
Dallas	2,700	76	2,040
Daviess	3,200	82	2,630
De Kalb	2,300	82	1,890
Dent	3,000	70	2,110
Douglas	2,800	66	1,840
Dunklin	11,000	75	8,300
Franklin	12,300	83	10,260
Gasconade	4,100	75	3,080
Gentry	3,100	76	2,340
Greene	42,300	95	40,230
Grundy	4,200	80	3,350
Harrison	4,200	76	3,170
Henry	6,500	79	5,120
Hickory	1,600	79	1,270
Holt	2,500	71	1,770
Howard	3,400	74	2,510
Howell	5,800	54	3,120
Iron	1,900	63	1,200
Jackson	211,600	97	205,040
Jasper	28,600	89	25,350
Jefferson	19,800	95	18,750
Johnson	8,000	80	6,420
Knox	2,700	80	2,160
Laclede	6,000	76	4,570
Lafayette	7,700	84	6,490
Lawrence	7,200	68	4,890
Lewis	3,400	80	2,720
Lincoln	5,600	87	4,880
Linn	6,100	63	3,840
Livingston	5,100	80	4,070
McDonald	4,200	76	3,170
Macon	7,200	77	5,550
Madison	2,900	75	2,180
Maries	2,100	75	1,580
Marion	9,900	94	9,290
Mercer	2,000	76	1,510
Miller	4,400	75	3,290
Mississippi	5,500	66	3,620
Moniteau	3,200	75	2,400
Monroe	3,100	83	2,560
Montgomery	3,500	87	3,050
Morgan	2,900	75	2,170
New Madrid	8,800	72	6,330
Newton	9,400	75	7,090
Nodaway	7,400	70	5,210
Oregon	3,000	49	1,480
Osage	3,000	75	2,240
Ozark	2,500	66	1,650
Pemiscot	10,600	80	8,470
Perry	3,400	82	2,790
Pettis	12,600	83	10,460
Phelps	8,100	70	5,700
Pike	5,900	83	4,880
Platte	6,900	91	6,250
Polk	4,700	76	3,560
Pulaski	9,100	78	7,090
Putnam	2,800	66	1,850
Ralls	2,200	83	1,830
Randolph	8,000	74	5,930
Ray	5,400	84	4,550
Reynolds	1,500	57	850
Ripley	3,000	57	1,720
St. Charles	11,700	94	11,020
St. Clair	2,900	79	2,290
St. Francois	11,600	86	10,010
St. Louis	465,600	97	451,450
Ste. Genevieve	3,100	82	2,540
Saline	8,000	76	6,110
Schuyler	1,600	66	1,060
Scotland	2,400	80	1,920
Scott	8,800	80	7,000
Shannon	1,700	49	830
Shelby	3,100	77	2,390
Stoddard	8,400	80	6,710
Stone	2,700	74	1,990
Sullivan	3,300	67	2,200
Taney	3,100	73	2,280
Texas	5,700	54	3,070
Vernon	6,300	74	4,670
Warren	2,400	87	2,090
Washington	3,800	63	2,410
Wayne	2,400	75	1,810
Webster	4,200	76	3,180
Worth	1,600	76	1,210
Wright	4,100	66	2,690
State Total	1,373,300	89	1,215,750

MONTANA

Beaverhead	2,700	54	1,450
Big Horn	2,800	50	1,410
Blaine	2,600	51	1,310
Broadwater	700	54	380
Carbon	2,400	59	1,420
Carter	800	44	350
Cascade	23,100	77	17,690
Chouteau	2,400	66	1,580
Custer	4,000	44	1,780
Daniels	1,000	45	450
Dawson	3,300	52	1,730
Deer Lodge	6,400	53	3,390
Fallon	1,100	45	500
Fergus	4,400	53	2,340
Flathead	10,400	67	6,980
Gallatin	7,800	50	3,890
Garfield	600	45	270
Glacier	3,000	58	1,750
Golden Valley	400	56	230
Granite	1,000	53	530
Hill	5,500	51	2,780
Jefferson	1,000	50	500
Judith Basin	700	54	380
Lake	3,700	62	2,280
Lewis & Clark	10,300	54	5,530
Liberty	500	51	260
Lincoln	3,400	60	2,030
McCone	1,000	53	530
Madison	1,800	50	890
Meagher	1,000	54	540
Mineral	900	54	480
Missoula	14,700	69	10,190
Musselshell	1,600	54	860
Park	3,600	59	2,130
Petroleum	300	56	170
Phillips	2,000	45	890
Pondera	2,000	69	1,370
Powder River	800	45	360
Powell	2,200	53	1,160
Prairie	700	52	360
Ravalli	4,000	54	2,150
Richland	2,900	53	1,550
Roosevelt	3,000	54	1,610
Rosebud	2,000	51	1,010
Sanders	2,500	53	1,340
Sheridan	1,800	53	960
Silver Bow	20,500	85	17,470
Stillwater	1,800	59	1,070
Sweet Grass	900	59	530
Teton	2,300	69	1,580
Toole	2,500	51	1,280
Treasure	300	54	160
Valley	4,200	45	1,870
Wheatland	900	54	480
Wibaux	400	54	220
Yellowstone	25,300	82	20,640
State Total	213,900	64	137,040

NEBRASKA

Adams	9,300	86	8,040
Antelope	3,500	69	2,400
Arthur	200	48	100
Banner	500	62	310
Blaine	200	57	110
Boone	2,800	64	1,790
Box Butte	3,700	53	1,940
Boyd	1,300	48	620
Brown	1,400	48	670
Buffalo	8,500	82	6,950
Burt	3,500	87	3,040
Butler	3,300	82	2,710
Cass	5,900	94	5,540
Cedar	3,700	94	3,470
Chase	1,300	56	730
Cherry	2,600	52	1,340
Cheyenne	5,500	59	3,270
Clay	3,200	77	2,450
Colfax	3,300	82	2,700
Cuming	3,800	87	3,300
Custer	5,500	64	3,500
Dakota	3,600	94	3,390
Dawes	2,800	45	1,260
Dawson	6,400	82	5,250
Deuel	900	55	500
Dixon	2,600	94	2,430
Dodge	10,000	96	9,570
Douglas	103,400	97	100,230
Dundy	1,000	56	560
Fillmore	3,500	77	2,690
Franklin	2,000	84	1,680
Frontier	1,400	63	890
Furnas	2,900	84	2,430
Gage	8,400	87	7,300
Garden	1,300	59	760
Garfield	800	58	460
Gosper	700	85	590
Grant	200	54	110
Greeley	1,600	66	1,060
Hall	12,000	89	10,650
Hamilton	3,100	83	2,590
Harlan	1,800	84	1,510
Hayes	500	63	320
Hitchcock	1,400	56	780
Holt	4,100	48	1,970
Hooker	300	48	140
Howard	2,300	66	1,520
Jefferson	4,100	79	3,240
Johnson	2,000	87	1,740
Kearney	1,900	84	1,590
Keith	2,500	62	1,560
Keya Paha	400	54	220
Kimball	1,900	63	1,200
Knox	4,100	69	2,820
Lancaster	47,300	94	44,650
Lincoln	9,600	63	6,030
Logan	400	46	180
Loup	300	59	180
McPherson	100	48	50
Madison	8,100	91	7,350
Merrick	2,800	64	1,790
Morrill	2,200	63	1,380
Nance	1,800	64	1,150
Nemaha	3,100	82	2,530
Nuckolls	2,800	77	2,140
Otoe	5,900	94	5,530
Pawnee	1,900	82	1,550
Perkins	1,100	62	680
Phelps	3,300	83	2,740
Pierce	2,600	69	1,790
Platte	7,100	91	6,450
Polk	2,600	84	2,190
Redwillow	4,000	63	2,530
Richardson	4,700	80	3,780
Rock	800	49	390
Saline	5,000	79	3,960
Sarpy	7,500	96	7,200
Saunders	5,700	96	5,490
Scotts Bluff	10,600	66	6,970
Seward	4,200	79	3,330
Sheridan	3,000	53	1,580
Sherman	1,600	64	1,020
Sioux	600	54	320
Stanton	1,600	82	1,310
Thayer	3,100	77	2,380
Thomas	500	46	230
Thurston	2,200	87	1,910
Valley	2,000	64	1,280
Washington	3,800	96	3,640
Wayne	3,000	94	2,830
Webster	2,300	86	1,990
Wheeler	300	57	170
York	4,600	84	3,860
State Total	443,000	84	372,520

NEVADA

Churchill	1,900	44	840
Clark	41,400	83	34,230
Douglas	500	60	300
Elko	4,200	48	2,010
Esmeralda	200	48	100
Eureka	200	45	90
Humboldt	1,400	46	640
Lander	400	48	190
Lincoln	900	49	440
Lyon	1,200	61	730
Mineral	1,900	45	850
Nye	900	49	440
Ormsby	1,800	61	1,100
Pershing	1,100	45	490
Storey	200	57	110
Washoe	28,000	89	24,860
White Pine	3,400	48	1,620
State Total	89,600	77	69,040

NEW HAMPSHIRE

Belknap	8,100	90	7,250
Carroll	4,900	91	4,440
Cheshire	12,700	91	11,590
Coos	10,400	90	9,310
Grafton	12,900	87	11,270
Hillsboro	50,300	92	46,420
Merrimack	18,300	91	16,700
Rockingham	26,700	92	24,690
Strafford	15,200	92	13,960
Sullivan	8,700	88	7,690
State Total	168,200	91	153,320

NEW JERSEY

Atlantic	47,300	94	44,410
Bergen	247,200	93	228,780
Burlington	47,100	93	43,850
Camden	109,600	93	101,820
Cape May	15,500	93	14,360
Cumberland	31,500	92	29,130
Essex	293,800	92	271,180
Gloucester	38,400	93	35,590
Hudson	190,400	94	178,710
Hunterdon	14,900	93	13,870
Mercer	73,500	93	68,660
Middlesex	105,900	93	98,050
Monmouth	93,000	94	87,690
Morris	63,300	93	58,810
Ocean	27,800	93	25,840
Passaic	117,700	93	109,470
Salem	17,300	93	16,140
Somerset	36,700	92	33,840
Sussex	12,000	92	11,020
Union	149,500	93	139,750
Warren	19,100	92	17,560
State Total	1,751,500	93	1,628,530

County	Total Homes	Nielsen % Tv Homes	Nielsen Tv Homes
NEW MEXICO			
Bernalillo	70,900	92	65,020
Catron	700	62	430
Chaves	16,100	81	13,080
Colfax	3,500	48	1,690
Curry	9,300	63	5,840
De Baca	800	60	480
Dona Ana	12,300	86	10,640
Eddy	13,700	74	10,190
Grant	4,600	62	2,850
Guadalupe	1,500	67	1,000
Harding	300	51	150
Hidalgo	1,300	62	800
Lea	14,600	65	9,450
Lincoln	2,100	65	1,360
Los Alamos	3,500	78	2,740
Luna	3,100	65	2,020
McKinley	8,900	52	4,590
Mora	1,400	53	750
Otero	11,900	68	8,120
Quay	3,700	63	2,320
Rio Arriba	6,100	59	3,600
Roosevelt	4,000	60	2,390
Sandoval	2,100	63	1,330
San Juan	14,700	56	8,240
San Miguel	5,200	53	2,740
Santa Fe	10,700	74	7,960
Sierra	2,000	67	1,340
Socorro	2,700	63	1,710
Taos	3,400	59	2,000
Torrance	1,500	67	1,010
Union	1,600	48	760
Valencia	7,700	72	5,550
State Total	245,900	74	182,150
NEW YORK			
Albany	87,700	93	81,240
Allegany	13,300	82	10,860
Bronx	431,800	92	395,790
Broome	62,100	92	56,890
Cattaraugus	25,100	93	23,240
Cayuga	21,900	93	20,270
Chautauqua	47,500	92	43,600
Chemung	30,400	89	27,080
Chenango	13,400	90	12,120
Clinton	15,400	93	14,340
Columbia	15,000	93	13,970
Cortland	12,100	92	11,110
Delaware	13,900	86	11,890
Dutchess	45,600	91	41,720
Erie	325,300	93	303,370
Essex	11,200	83	9,260
Franklin	12,300	79	9,690
Fulton	16,500	90	14,930
Genesee	15,700	94	14,730
Greene	9,400	90	8,420
Hamilton	1,400	91	1,270
Herkimer	20,000	92	18,480
Jefferson	27,000	83	22,510
Kings	777,200	94	728,800
Lewis	6,600	85	5,610
Livingston	12,300	90	11,050
Madison	15,400	92	14,140
Monroe	181,300	93	168,160
Montgomery	19,200	91	17,450
Nassau	405,400	94	383,020
New York	581,400	91	526,610
Niagara	69,100	94	64,840
Oneida	72,300	94	67,860
Onondaga	122,000	93	113,420
Ontario	19,800	91	18,100
Orange	52,800	92	48,670
Orleans	10,,400	92	9,550
Oswego	24,500	93	22,800
Otsego	17,100	91	15,540
Putnam	7,400	87	6,470
Queens	575,000	93	534,210
Rensselaer	44,000	93	40,750
Richmond	61,500	93	57,470
Rockland	33,000	94	30,870
St. Lawrence	34,000	79	26,990
Saratoga	25,500	91	23,260
Schenectady	51,600	92	47,590
Schoharie	7,700	88	6,790
Schuyler	4,000	90	3,600
Seneca	8,100	91	7,340
Steuben	29,500	85	24,970
Suffolk	163,800	92	150,140
Sullivan	14,100	91	12,880
Tioga	10,600	91	9,670
Tompkins	18,200	87	15,870
Ulster	35,400	91	32,300
Warren	12,900	91	11,790
Washington	13,700	91	12,530
Wayne	20,500	92	18,860
Westchester	237,600	94	224,480
Wyoming	9,600	92	8,780
Yates	5,500	90	4,930
State Total	5,084,000	92	4,694,940
NORTH CAROLINA			
Alamance	21,600	91	19,580
Alexander	3,900	87	3,390
Alleghany	2,300	71	1,630
Anson	5,600	74	4,150
Ashe	5,000	71	3,550
Avery	3,000	67	2,010
Beaufort	8,900	87	7,770
Bertie	5,100	72	3,690
Bladen	6,800	56	3,820
Brunswick	5,100	61	3,120
Buncombe	36,800	77	28,450
Burke	12,200	82	10,040
Cabarrus	17,700	91	16,030
Caldwell	11,200	80	8,950
Camden	1,200	77	920
Carteret	7,400	64	4,730
Caswell	4,900	74	3,630
Catawba	19,000	90	17,140
Chatham	6,700	69	4,650
Cherokee	4,200	51	2,150
Chowan	3,200	65	2,080
Clay	2,300	51	1,180
Cleveland	15,900	80	12,770
Columbus	12,200	60	7,290
Craven	14,800	83	12,230
Cumberland	30,700	63	19,340
Currituck	1,900	77	1,450
Dare	1,400	65	910
Davidson	18,700	89	16,550
Davie	4,100	80	3,300
Duplin	10,000	64	6,430
Durham	29,900	86	25,730
Edgecombe	12,100	81	9,760
Forsyth	49,600	89	44,260
Franklin	7,000	60	4,210
Gaston	33,200	83	27,700
Gates	2,400	75	1,810
Graham	1,700	51	870
Granville	7,000	72	5,050
Greene	3,600	72	2,590
Guilford	61,500	90	55,440
Halifax	13,800	71	9,730
Harnett	12,800	62	7,880
Haywood	10,700	68	7,330
Henderson	9,400	69	6,460
Hertford	5,000	75	3,760
Hoke	3,200	61	1,940
Hyde	1,400	64	900
Iredell	15,100	82	12,430
Jackson	4,400	62	2,740
Johnston	16,100	68	10,960
Jones	2,600	64	1,670
Lee	7,000	69	4,860
Lenoir	13,900	77	10,680
Lincoln	6,600	77	5,050
McDowell	7,000	73	5,130
Macon	4,300	62	2,670
Madison	4,600	59	2,730
Martin	6,300	72	4,550
Mecklenberg	73,900	89	65,820
Mitchell	3,500	64	2,220
Montgomery	3,900	75	2,930
Moore	8,000	70	5,580
Nash	16,000	70	11,210
New Hanover	21,400	77	16,530
Northampton	5,800	75	4,370
Onslow	6,800	70	4,770
Orange	9,600	84	8,040
Pamlico	2,800	64	1,790
Pasquotank	6,700	76	5,120
Pender	4,600	61	2,820
Perquimans	2,500	76	1,910
Person	5,800	74	4,290
Pitt	15,100	89	13,470
Polk	3,100	85	2,620
Randolph	14,700	85	12,500
Richmond	9,500	84	7,960
Robeson	18,000	70	12,520
Rockingham	18,100	87	15,730
Rowan	22,500	85	19,090
Rutherford	10,900	83	9,030
Sampson	11,600	65	7,570
Scotland	5,600	61	3,410
Stanly	10,600	91	9,600
Stokes	5,100	79	4,050
Surry	12,400	85	10,490
Swain	2,300	51	1,170
Transylvania	3,700	62	2,300
Tyrrell	1,200	66	790
Union	10,100	79	7,960
Vance	8,000	76	6,080
Wake	41,000	83	33,890
Warren	4,400	60	2,650
Washington	3,000	65	1,940
Watauga	4,400	67	2,940
Wayne	16,900	80	13,500
Wilkes	11,200	72	8,010
Wilson	14,900	80	11,850
Yadkin	6,300	80	5,060
Yancey	3,500	59	2,080
State Total	1,115,400	79	877,480
NORTH DAKOTA			
Adams	1,300	57	740
Barnes	4,700	89	4,180
Benson	2,300	66	1,530
Billings	400	51	210
Bottineau	2,800	64	1,800
Bowman	1,000	52	520
Burke	1,800	68	1,230
Burleigh	9,200	82	7,500
Cass	20,200	92	18,530
Cavalier	2,400	57	1,380
Dickey	2,400	69	1,660
Divide	1,400	51	710
Dunn	1,400	64	890
Eddy	1,300	66	860
Emmons	2,000	78	1,560
Foster	1,500	66	990
Golden Valley	800	52	410
Grand Forks	13,200	81	10,680
Grant	1,500	85	1,270
Griggs	1,400	89	1,240
Hettinger	1,700	58	980
Kidder	1,400	78	1,090
La Moure	2,100	69	1,450
Logan	1,100	69	760
McHenry	2,600	64	1,670
McIntosh	1,800	69	1,230
McKenzie	2,000	51	1,030
McLean	4,800	60	2,880
Mercer	2,000	63	1,270
Morton	5,400	85	4,580
Mountrail	2,800	51	1,440
Nelson	1,700	82	1,400
Oliver	500	60	300
Pembina	3,400	62	2,120
Pierce	2,000	65	1,300
Ramsey	3,300	57	1,880
Ransom	2,100	78	1,650
Renville	1,200	65	780
Richland	5,200	79	4,090
Rolette	2,300	57	1,310
Sargent	1,700	79	1,340
Sheridan	1,100	65	710
Sioux	600	85	510
Slope	400	51	210
Stark	4,400	57	2,520
Steele	1,200	89	1,070
Stutsman	7,000	76	5,330
Towner	1,200	58	690
Traill	2,900	89	2,580
Walsh	4,600	62	2,850
Ward	12,400	82	10,120
Wells	2,700	65	1,760
Williams	8,000	51	4,100
State Total	170.600	73	124,890
OHIO			
Adams	6,900	90	6,210
Allen	31,200	92	28,560
Ashland	11,700	93	10,850
Ashtabula	29,700	93	27,580
Athens	13,100	89	11,710
Auglaize	10,800	92	9,980
Belmont	27,300	92	25,230
Brown	7,800	90	7,030
Butler	53,800	94	50,350
Carroll	5,900	91	5,360
Champaign	9,200	92	8,500
Clark	39,600	93	36,900
Clermont	21,400	93	19,940
Clinton	8,800	91	8,010
Columbiana	33,300	93	30,840
Coshocton	10,300	88	9,060
Crawford	14,200	92	13,010
Cuyahoga	498,400	94	468,600
Darke	14,300	92	13,180
Defiance	9,300	92	8,520
Delaware	9,800	94	9,190
Erie	21,400	92	19,630
Fairfield	20,500	94	19,200
Fayette	8,300	90	7,430
Franklin	198,500	94	187,480
Fulton	9,300	91	8,420
Gallia	7,900	89	7,030
Geauga	10,600	92	9,750
Greene	24,400	94	22,890
Guernsey	11,700	89	10,370
Hamilton	270,300	93	252,270
Hancock	16,500	92	15,120
Hardin	9,300	92	8,540
Harrison	5,900	91	5,370
Henry	7,200	92	6,600
Highland	10,000	89	8,940
Hocking	5,800	92	5,320
Holmes	5,400	90	4,860
Huron	13,700	93	12,700
Jackson	9,100	91	8,240
Jefferson	29,900	92	27,640
Knox	12,300	93	11,400
Lake	38,800	94	36,440
Lawrence	15,700	93	14,580
Licking	27,200	92	24,960
Logan	11,200	92	10,330
Lorain	61,300	94	57,490
Lucas	144,700	94	135,700
Madison	7,700	91	7,020
Mahoning	82,800	94	77,440
Marion	18,100	93	16,810
Medina	15,600	94	14,700
Meigs	7,100	90	6,400
Mercer	9,600	91	8,720
Miami	22,800	94	21,470
Monroe	4,700	90	4,210
Montgomery	158,700	95	150,940
Morgan	4,400	90	3,940
Morrow	6,000	92	5,490
Muskingum	24,300	89	21,610
Noble	3,800	90	3,400
Ottawa	11,100	92	10,170
Paulding	5,700	90	5,120
Perry	8,100	92	7,470
Pickaway	9,000	93	8,330
Pike	7,900	90	7,150
Portage	24,200	92	22,380
Preble	9,800	93	9,110
Putnam	8,300	90	7,450
Richland	32,800	93	30,380
Ross	18,400	93	17,120
Sandusky	19,500	93	18,130
Sciato	30,400	93	28,150
Seneca	17,100	91	15,640
Shelby	10,100	92	9,260
Stark	97,500	93	90,800
Summit	154,500	94	145,490

County	Total Homes	Nielsen % Tv Homes	Nielsen Tv Homes
Trumbull	59,100	93	54,840
Tuscarawas	24,100	92	22,100
Union	7,600	91	6,920
Van Wert	10,200	91	9,260
Vinton	2,900	91	2,650
Warren	16,000	93	14,870
Washington	16,000	90	14,450
Wayne	20,200	92	18,540
Williams	10,000	91	9,110
Wood	21,600	94	20,200
Wyandot	6,800	90	6,110
State Total	2,898,200	93	2,700,660
OKLAHOMA			
Adair	3,600	65	2,350
Alfalfa	2,400	75	1,800
Atoka	3,100	74	2,280
Beaver	1,800	59	1,060
Beckham	5,000	61	3,070
Blaine	3,500	80	2,810
Bryan	7,100	72	5,120
Caddo	7,400	80	5,940
Canadian	6,800	85	5,800
Carter	13,400	74	9,850
Cherokee	4,900	73	3,580
Choctaw	3,900	53	2,070
Cimarron	1,100	54	600
Cleveland	12,000	88	10,530
Coal	1,600	73	1,170
Comanche	19,100	86	16,380
Cotton	2,500	76	1,910
Craig	4,600	77	3,530
Creek	11,800	87	10,300
Custer	5,300	69	3,630
Delaware	4,100	77	3,150
Dewey	1,600	69	1,100
Ellis	2,200	64	1,400
Garfield	14,600	83	12,100
Garvin	8,200	79	6,500
Grady	9,300	86	7,970
Grant	2,400	75	1,800
Greer	2,600	63	1,640
Harmon	1,700	63	1,070
Harper	1,400	67	940
Haskell	2,900	59	1,720
Hughes	4,100	69	2,820
Jackson	8,200	63	5,180
Jefferson	2,400	76	1,830
Johnston	2,500	74	1,840
Kay	15,600	84	13,090
Kingfisher	2,800	80	2,250
Kiowa	4,100	75	3,080
Latimer	1,900	59	1,130
Le Flore	7,800	63	4,950
Lincoln	5,600	83	4,640
Logan	5,500	76	4,160
Love	1,600	72	1,150
McClain	3,800	78	2,950
McCurtin	6,900	65	4,510
McIntosh	3,700	69	2,550
Major	2,200	75	1,650
Marshall	2,400	72	1,730
Mayes	6,000	77	4,600
Murray	3,500	74	2,580
Muskogee	17,900	86	15,380
Noble	3,100	80	2,470
Nowata	3,300	83	2,740
Okfuskee	3,400	73	2,490
Oklahoma	136,100	89	120,500
Okmulgee	10,600	81	8,560
Osage	9,200	87	8,040
Ottawa	8,500	80	6,800
Pawnee	3,800	80	3,020
Payne	11,300	78	8,760
Pittsburg	8,800	73	6,460
Pontotoc	8,400	83	6,940
Pottawatomie	13,000	79	10,230
Pushmataha	2,800	53	1,480
Roger Mills	1,500	68	1,030
Rogers	5,900	83	4,900
Seminole	8,800	80	7,040
Sequoyah	4,900	65	3,200
Stephens	11,300	81	9,180
Texas	3,300	54	1,770
Tillman	4,200	76	3,210
Tulsa	108,700	92	100,380
Wagoner	4,600	73	3,370
Washington	13,000	86	11,190
Washita	3,900	75	2,920
Woods	3,300	64	2,100
Woodward	3,600	64	2,290
State Total	679,700	82	556,310
OREGON			
Baker	6,300	60	3,800
Benton	11,800	70	8,310
Clackamas	36,500	86	31,530
Clatsop	9,100	71	6,510
Columbia	6,700	68	4,570
Coos	18,800	63	11,820
Crook	2,700	56	1,510
Curry	6,100	62	3,800
Deschutes	6,700	56	3,760
Douglas	20,700	69	14,270
Gilliam	1,200	65	780
Grant	2,400	54	1,290
Harney	1,900	51	970
Hood River	4,200	64	2,680
Jackson	23,400	80	18,760
Jefferson	2,700	64	1,730
Josephine	10,200	69	7,070
Klamath	15,000	68	10,140
Lake	2,300	58	1,320
Lane	47,700	85	40,640
Lincoln	9,000	63	5,710
Linn	17,000	71	12,070
Malheur	6,600	72	4,730
Marion	37,000	82	30,390
Morrow	1,300	66	860
Multnomah	194,400	89	173,130
Polk	8,000	72	5,780
Sherman	700	66	460
Tillamook	6,200	67	4,140
Umatilla	14,600	68	9,980
Union	5,700	60	3,440
Wallowa	2,400	61	1,460
Wasco	7,200	64	4,590
Washington	31,200	88	27,470
Wheeler	800	54	430
Yamhill	10,000	70	7,020
State Total	588,500	79	466,920
PENNSYLVANIA			
Adams	13,900	87	12,050
Allegheny	469,400	94	440,670
Armstrong	23,100	93	21,380
Beaver	58,100	94	54,520
Bedford	12,500	93	11,580
Berks	80,700	92	74,070
Blair	38,200	92	35,240
Bradford	15,500	90	13,950
Bucks	99,200	94	93,180
Butler	30,400	94	28,510
Cambria	55,000	93	50,940
Cameron	1,900	74	1,410
Carbon	15,500	90	14,010
Centre	19,000	90	17,120
Chester	54,700	93	51,130
Clarion	10,400	92	9,520
Clearfield	22,300	93	20,740
Clinton	11,100	80	8,920
Columbia	17,100	83	14,140
Crawford	22,700	89	20,160
Cumberland	35,800	88	31,420
Dauphin	66,600	92	61,130
Delaware	163,100	93	152,400
Elk	10,000	77	7,660
Erie	68,900	93	64,300
Fayette	45,600	93	42,610
Forest	1,400	73	1,020
Franklin	24,100	89	21,480
Fulton	2,800	80	2,240
Greene	11,700	86	10,100
Huntingdon	10,900	91	9,900
Indiana	19,200	92	17,600
Jefferson	13,700	92	12,580
Juniata	4,600	72	3,300
Lackawanna	71,100	91	64,940
Lancaster	76,700	93	71,060
Lawrence	31,200	92	28,800
Lebanon	25,000	92	23,000
Lehigh	64,600	94	60,650
Luzerne	102,700	91	92,970
Lycoming	32,500	78	25,330
McKean	15,100	81	12,300
Mercer	33,200	92	30,480
Mifflin	12,000	91	10,960
Monroe	12,100	91	10,980
Montgomery	141,000	94	132,680
Montour	3,800	85	3,240
Northampton	53,800	94	50,510
Northumberland	33,500	78	26,230
Perry	7,100	72	5,090
Philadelphia	621,000	92	568,840
Pike	3,300	80	2,650
Potter	4,700	74	3,470
Schuylkill	51,000	90	45,850
Snyder	7,700	72	5,570
Somerset	21,200	86	18,170
Sullivan	1,700	86	1,460
Susquehanna	8,800	90	7,930
Tioga	10,700	84	9,040
Union	6,500	72	4,700
Benango	18,600	81	15,050
Warren	10,700	83	8,930
Washington	61,500	94	57,980
Wayne	7,700	81	6,220
Westmoreland	94,400	95	89,420
Wyoming	4,700	86	4,040
York	71,000	93	65,750
State Total	3,269,700	92	2,995,270
RHODE ISLAND			
Bristol	9,000	93	8,400
Kent	31,200	93	29,120
Newport	19,600	93	18,220
Providence	173,400	93	161,680
Washington	16,600	93	15,390
State Total	249,800	93	232,810
SOUTH CAROLINA			
Abbeville	5,300	75	3,960
Aiken	24,000	76	18,160
Allendale	4,400	60	2,630
Anderson	24,900	79	19,560
Bamberg	3,900	60	2,330
Barnwell	6,500	60	3,890
Beaufort	8,600	74	6,330
Berkeley	7,600	79	5,980
Calhoun	3,100	63	1,960
Charleston	57,500	87	50,080
Cherokee	9,100	81	7,390
Chester	8,100	78	6,360
Chesterfield	7,800	72	5,590
Clarendon	7,300	66	4,840
Colleton	7,000	75	5,230
Darlington	11,900	71	8,500
Dillon	6,900	74	5,090
Dorchester	6,100	79	4,810
Edgefield	4,200	66	2,760
Fairfield	4,300	74	3,180
Florence	21,300	81	17,260
Georgetown	9,000	78	7,030
Greenville	56,800	86	48,800
Greenwood	12,000	80	9,540
Hampton	4,900	74	3,610
Horry	17,400	58	10,120
Jasper	2,900	73	2,120
Kershaw	8,400	79	6,630
Lancaster	10,000	78	7,830
Laurens	10,800	66	7,080
Lee	5,100	76	3,890
Lexington	15,800	77	12,220
McCormick	2,000	75	1,490
Marion	7,400	73	5,430
Marlboro	6,200	72	4,460
Newberry	7,900	71	5,630
Oconee	9,200	66	6,100
Orangeburg	17,400	69	11,990
Pickens	11,600	68	7,890
Richland	42,300	85	36,130
Saluda	4,200	66	2,760
Spartanburg	42,700	81	34,530
Sumter	14,600	72	10,450
Union	7,600	73	5,570
Williamsburg	8,800	79	6,930
York	20,100	78	15,680
State Total	594,900	77	459,800
SOUTH DAKOTA			
Aurora	1,200	50	600
Beadle	6,200	57	3,540
Bennett	800	55	440
Bon Homme	2,200	77	1,700
Brookings	5,100	72	3,690
Brown	10,300	67	6,930
Brule	1,900	57	1,070
Buffalo	400	60	240
Butte	2,800	48	1,340
Campbell	1,000	48	480
Charles Mix	4,100	57	2,320
Clark	2,200	67	1,470
Clay	3,300	88	2,910
Codington	5,800	67	3,860
Corson	1,400	47	660
Custer	1,500	47	710
Davison	5,000	65	3,240
Day	3,000	68	2,040
Deuel	2,100	66	1,390
Dewey	1,100	48	530
Douglas	1,600	50	800
Edmunds	1,800	48	860
Fall River	3,400	55	1,850
Faulk	1,300	56	720
Grant	3,100	68	2,110
Gregory	2,400	53	1,270
Haakon	800	44	350
Hamlin	2,100	66	1,390
Hand	1,900	56	1,070
Hanson	1,000	66	660
Harding	500	48	240
Hughes	3,200	62	1,990
Hutchinson	3,300	77	2,540
Hyde	600	62	370
Jackson	600	43	260
Jerauld	900	56	500
Jones	400	54	220
Kingsbury	2,900	72	2,100
Lake	3,200	82	2,630
Lawrence	6,000	46	2,770
Lincoln	3,200	88	2,820
Lyman	1,200	59	700
McCook	2,900	82	2,380
McPherson	1,800	47	850
Marshall	2,100	68	1,440
Meade	2,200	46	1,010
Mellette	600	54	330
Miner	1,600	68	1,090
Minnehaha	26,700	95	25,240
Moody	2,200	82	1,800
Pennington	18,200	67	12,120
Perkins	1,600	48	760
Potter	1,300	47	610
Roberts	3,400	68	2,320
Sanborn	1,500	66	980
Shannon	1,400	54	760
Spink	3,000	57	1,720
Stanley	1,200	52	630
Sully	800	48	380
Todd	1,600	54	870
Tripp	2,700	59	1,590
Turner	3,100	88	2,720
Union	3,300	88	2,900
Walworth	2,500	48	1,190
Washabaugh	200	48	100
Yankton	4,800	77	3,710
Ziebach	600	46	280
State Total	198,100	68	135,160
TENNESSEE			
Anderson	16,900	80	13,570
Bedford	6,100	75	4,550
Benton	3,800	55	2,110
Bledsoe	1,600	72	1,150

STATISTICS

don't buy jewelry...

PEOPLE DO!

If you're impressed by facts and figures, we can show you plenty--ARB and Nielsen both put WJAC-TV in the Number 1 position in the Johnstown-Altoona market.

But there's more to our story than mere statistics! Sales results--that's where WJAC-TV really shines. Mr. Leonard Fischler, Manager of DeRoy's Jewelry Store in Johnstown, puts it this way:

> "We're interested in people . . . people who will buy our merchandise. WJAC-TV draws people into our store like a magnet, and turns them into customers!"

Looking for customers? In the Johnstown-Altoona market you'll get them by advertising on WJAC-TV!

for full details, get in touch with

HARRINGTON, RIGHTER AND PARSONS, INC.

County	Total Homes	Nielsen % Tv Homes	Nielsen Tv Homes
Blount	15,900	87	13,760
Bradley	10,200	77	7,900
Campbell	6,600	67	4,400
Cannon	2,300	76	1,740
Carroll	7,500	59	4,440
Carter	11,100	77	8,540
Cheatham	2,400	79	1,890
Chester	2,300	60	1,370
Claiborne	5,200	54	2,830
Clay	1,800	59	1,060
Cocke	5,800	58	3,360
Coffee	8,100	75	6,110
Crockett	3,800	71	2,700
Cumberland	5,200	53	2,770
Davidson	107,700	90	96,660
Decatur	1,800	55	1,000
De Kalb	3,000	71	2,130
Dickson	5,500	71	3,900
Dyer	7,000	80	5,570
Fayette	5,000	74	3,700
Fentress	3,200	55	1,750
Franklin	6,100	51	3,120
Gibson	12,200	67	8,230
Giles	6,600	55	3,630
Grainger	3,000	54	1,630
Greene	12,400	63	7,570
Grundy	3,000	61	1,830
Hamblen	8,600	58	4,980
Hamilton	73,300	86	62,740
Hancock	1,900	54	1,030
Hardeman	5,400	66	3,580
Hardin	4,600	59	2,730
Hawkins	8,300	58	4,810
Haywood	4,800	71	3,410
Henderson	3,600	55	1,990
Henry	6,900	57	3,940
Hickman	2,900	71	2,060
Houston	1,400	74	1,040
Humphreys	3,300	73	2,420
Jackson	2,800	59	1,650
Jefferson	5,400	59	3,170
Johnson	3,900	63	2,470
Knox	68,100	90	61,390
Lake	2,900	61	1,760
Lauderdale	5,400	74	4,010
Lawrence	7,600	59	4,510
Lewis	1,200	71	850
Lincoln	7,000	51	3,570
Loudon	6,700	73	4,880
McMinn	8,900	62	5,500
McNairy	5,000	59	2,970
Macon	4,100	71	2,900
Madison	16,600	73	12,060
Marion	5,100	72	3,660
Marshall	4,700	75	3,510
Maury	11,700	76	8,920
Meigs	1,500	62	930
Monroe	6,600	74	4,870
Montgomery	13,100	83	10,850
Moore	1,100	51	560
Morgan	2,700	55	1,470
Obion	8,200	61	4,980
Overton	3,600	59	2,120
Perry	1,600	52	830
Pickett	1,100	54	600
Polk	2,600	74	1,920
Putnam	8,500	63	5,360
Rhea	4,400	62	2,730
Roane	10,800	80	8,640
Robertson	7,600	79	5,970
Rutherford	12,600	83	10,400
Scott	4,000	55	2,180
Sequatchie	1,400	72	1,010
Sevier	6,400	59	3,770
Shelby	168,100	91	152,480
Smith	2,900	71	2,050
Stewart	2,100	74	1,550
Sullivan	30,200	76	23,030
Sumner	10,400	89	9,260
Tipton	7,000	76	5,330
Trousdale	1,200	71	850
Unicoi	3,400	59	1,990
Union	2,300	55	1,260
Van Buren	700	72	500
Warren	6,600	61	4,020
Washington	16,100	81	13,030
Wayne	2,900	52	1,500
Weakley	7,600	56	4,260
White	3,800	54	2,030
Williamson	6,500	85	5,550
Wilson	8,100	73	5,930
State Total	962,900	78	751,290

TEXAS

County	Total Homes	Nielsen % Tv Homes	Nielsen Tv Homes
Anderson	9,300	66	6,170
Andrews	4,300	69	2,970
Angelina	12,300	69	8,530
Aransas	1,600	61	970
Archer	1,800	75	1,350
Armstrong	400	81	330
Atascosa	5,000	78	3,910
Austin	4,600	69	3,190
Bailey	2,600	81	2,110
Bandera	1,100	79	870
Bastrop	4,900	66	3,210
Baylor	1,600	75	1,200
Bee	5,900	68	4,040
Bell	27,500	82	22,420
Bexar	180,000	87	157,000
Blanco	1,200	75	900
Borden	300	75	230
Bosque	3,500	69	2,410
Bowie	20,500	78	15,870
Brazoria	19,800	88	17,350
Brazos	13,200	68	9,010
Brewster	1,600	51	820
Briscoe	900	62	560
Brooks	2,000	63	1,260
Brown	8,900	66	5,830
Burleson	2,900	68	1,980
Burnet	3,000	75	2,250
Caldwell	4,900	74	3,640
Calhoun	5,000	61	3,060
Callahan	2,400	67	1,600
Cameron	41,300	73	30,060
Camp	2,800	66	1,840
Carson	2,000	81	1,620
Cass	6,200	75	4,630
Castro	2,200	71	1,560
Chambers	2,400	85	2,040
Cherokee	9,800	66	6,510
Childress	2,900	59	1,710
Clay	3,000	82	2,460
Cochran	1,400	81	1,140
Coke	1,000	73	730
Coleman	3,600	70	2,520
Collin	13,600	85	11,620
Collingsworth	1,700	59	1,000
Colorado	5,000	66	3,310
Comal	5,900	75	4,420
Comanche	3,700	61	2,240
Concho	1,200	62	740
Cooke	7,000	82	5,730
Coryell	5,800	76	4,400
Cottle	1,100	58	640
Crane	1,600	63	1,010
Crockett	1,100	55	610
Crosby	3,100	78	2,420
Culberson	600	68	410
Dallam	2,100	83	1,740
Dallas	282,900	91	256,960
Dawson	4,700	69	3,230
Deaf Smith	4,000	70	2,800
Delta	1,800	63	1,140
Denton	15,200	86	13,070
De Witt	6,200	67	4,180
Dickens	1,600	64	1,020
Dimmit	1,900	59	1,120
Donley	1,700	76	1,290
Duval	2,700	64	1,740
Eastland	6,400	67	4,280
Ector	27,500	80	21,960
Edwards	600	53	320
Ellis	12,800	83	10,650
El Paso	86,900	86	74,510
Erath	5,400	69	3,720
Falls	6,500	68	4,410
Fannin	7,700	67	5,180
Fayette	6,400	66	4,230
Fisher	2,300	73	1,680
Floyd	3,100	78	2,410
Foard	900	68	610
Fort Bend	9,600	84	8,030
Franklin	1,500	63	940
Freestone	4,400	63	2,760
Frio	3,000	78	2,350
Gaines	3,100	69	2,140
Galveston	37,300	86	32,050
Garza	1,800	76	1,360
Gillespie	3,300	63	2,060
Glasscock	200	70	140
Goliad	1,500	69	1,030
Gonzales	5,500	75	4,100
Gray	9,400	76	7,120
Grayson	25,800	80	20,680
Gregg	22,800	78	17,730
Grimes	4,100	74	3,050
Guadalupe	7,700	81	6,210
Hale	9,900	80	7,890
Hall	1,900	62	1,180
Hamilton	3,100	69	2,140
Hansford	1,100	85	930
Hardeman	2,900	68	1,980
Hardin	6,800	65	4,400
Harris	362,400	90	325,690
Harrison	14,200	73	10,300
Hartley	600	83	500
Haskell	3,100	74	2,310
Hays	5,300	75	3,970
Hemphill	1,100	61	670
Henderson	7,300	61	4,480
Hidalgo	48,500	75	36,260
Hill	8,400	89	7,430
Hockley	5,600	81	4,540
Hood	1,200	81	970
Hopkins	6,800	63	4,300
Houston	5,600	62	3,440
Howard	10,500	76	7,970
Hudspeth	900	65	580
Hunt	12,700	86	10,930
Hutchinson	10,300	90	9,290
Irion	300	68	200
Jack	2,000	80	1,610
Jackson	4,100	69	2,830
Jasper	5,400	63	3,390
Jeff Davis	300	64	190
Jefferson	74,000	85	62,920
Jim Hogg	1,200	56	670
Jim Wells	7,500	62	4,620
Johnson	11,600	87	10,110
Jones	5,900	73	4,310
Karnes	3,900	68	2,670
Kaufman	7,600	82	6,240
Kendall	1,700	79	1,350
Kennedy	100	66	70
Kent	400	61	250
Kerr	4,400	63	2,750
Kimble	1,300	63	810
King	200	61	120
Kinney	400	59	230
Kleberg	7,300	62	4,550
Knox	2,400	68	1,640
Lamar	12,500	54	6,790
Lamb	7,100	81	5,750
Lampasas	3,400	75	2,550
La Salle	1,400	65	900
Lavaca	5,500	67	3,710
Lee	2,400	66	1,570
Leon	3,400	66	2,230
Liberty	8,200	85	6,940
Limestone	6,100	68	4,130
Lipscomb	1,300	61	790
Live Oak	2,000	64	1,280
Llano	1,800	58	1,040
Loving	100	58	60
Lubbock	49,300	83	40,780
Lynn	3,000	76	2,270
McCulloch	2,600	62	1,600
McLennan	43,600	86	37,520
McMullen	300	63	190
Madison	1,800	65	1,170
Marion	2,300	75	1,720
Martin	1,500	69	1,040
Mason	1,300	58	760
Matagorda	7,200	69	4,960
Maverick	3,100	59	1,830
Medina	4,800	79	3,800
Menard	700	62	430
Midland	18,900	84	15,790
Milam	6,900	67	4,600
Mills	1,400	75	1,050
Mitchell	3,900	74	2,900
Montague	5,200	82	4,250
Montgomery	7,900	79	6,250
Moore	5,000	83	4,160
Morris	3,200	74	2,380
Motley	1,000	60	600
Nacogdoches	9,200	65	5,950
Navarro	11,100	84	9,320
Newton	2,600	63	1,630
Nolan	6,100	73	4,460
Nueces	66,600	82	54,370
Ochiltree	2,000	62	1,230
Oldham	500	71	350
Orange	17,400	80	13,880
Palo Pinto	6,300	81	5,110
Panola	4,500	55	2,470
Parker	7,200	81	5,830
Parmer	2,600	70	1,810
Pecos	2,900	55	1,580
Polk	4,100	70	2,850
Potter	40,900	89	36,420
Presidio	1,400	51	710
Rains	700	82	570
Randall	8,600	83	7,130
Reagan	700	67	470
Real	600	63	380
Red River	5,300	60	3,170
Reeves	5,000	60	3,000
Refugio	2,900	61	1,780
Roberts	300	63	190
Robertson	5,000	67	3,330
Rockwall	1,700	79	1,350
Runnels	4,700	70	3,280
Rusk	12,100	70	8,490
Sabine	1,700	62	1,060
San Augustine	1,800	59	1,070
San Jacinto	1,700	69	1,180
San Patricio	10,400	75	7,790
San Saba	2,300	58	1,340
Schleicher	600	55	330
Scurry	9,500	72	6,800
Shackelford	1,200	67	810
Shelby	6,800	55	3,750
Sherman	600	82	490
Smith	24,600	78	19,110
Somervell	800	70	560
Starr	3,200	56	1,810
Stephens	3,100	67	2,080
Sterling	200	66	130
Stonewall	1,000	72	720
Sutton	900	56	500
Swisher	2,600	71	1,850
Tarrant	175,100	89	155,700
Taylor	26,100	81	21,190
Terrell	90	55	490
Terry	5,000	78	3,880
Throckmorton	700	74	520
Titus	5,200	60	3,110
Tom Green	21,500	78	16,850
Travis	59,300	83	49,200
Trinity	2,300	69	1,590
Tyler	2,800	66	1,840
Upshur	5,000	66	3,280
Upton	1,700	67	1,140
Uvalde	5,000	62	3,100
Val Verde	5,100	53	2,680
Van Zandt	5,600	82	4,590
Victoria	15,500	65	10,070
Walker	4,300	75	3,200
Waller	3,100	79	2,460
Ward	4,300	64	2,740
Washington	5,200	72	3,730
Webb	16,100	63	10,190
Wharton	10,900	78	8,480
Wheeler	2,200	59	1,290
Wichita	35,500	84	29,890
Wilbarger	5,400	75	4,060
Willacy	5,200	63	3,270
Williamson	10,900	80	8,710
Wilson	3,300	80	2,660
Winkler	4,400	64	2,810
Wise	4,700	80	3,760

County	Total Homes	Nielsen % Tv Homes	Nielsen Tv Homes
Wood	5,100	66	3,340
Yoakum	1,800	78	1,400
Young	4,800	74	3,560
Zapata	800	56	450
Zavala	2,600	62	1,610
State Total	2,790,800	81	2,265,210
UTAH			
Beaver	1,000	46	460
Box Elder	6,100	92	5,590
Cache	8,800	90	7,880
Carbon	7,200	61	4,400
Daggett	100	48	50
Davis	15,800	94	14,830
Duchesne	1,700	51	870
Emery	1,600	61	980
Garfield	700	45	320
Grand	1,600	65	1,040
Iron	2,700	45	1,210
Juab	1,500	67	1,000
Kane	700	45	310
Millard	1,700	67	1,130
Morgan	700	82	580
Piute	200	45	90
Rich	300	82	250
Salt Lake	110,400	95	105,220
San Juan	1,800	53	950
Sanpete	2,800	67	1,870
Sevier	2,900	67	1,930
Summit	1,400	82	1,150
Tooele	5,200	86	4,470
Uintah	2,700	51	1,380
Utah	28,200	93	26,320
Wasatch	1,300	82	1,070
Washington	3,000	45	1,350
Wayne	200	45	90
Weber	31,200	94	29,270
State Total	243,500	89	216,060
VERMONT			
Addison	4,900	87	4,240
Bennington	7,400	89	6,620
Caledonia	6,300	84	5,320
Chittenden	18,700	92	17,280
Essex	1,500	89	1,340
Franklin	7,000	88	6,140
Grand Isle	700	89	620
Lamoille	3,100	88	2,720
Orange	5,000	85	4,230
Orleans	5,600	89	5,000
Rutland	12,100	89	10,740
Washington	11,600	90	10,450
Windham	8,800	79	6,950
Windsor	10,800	83	8,990
State Total	103,500	88	90,640
VIRGINIA			
Accomack	9,400	68	6,400
Albemarle	15,800	68	10,770
Alleghany	6,900	79	5,440
Amelia	1,600	72	1,150
Amherst	5,600	75	4,190
Appomattox	2,000	75	1,500
Arlington	79,600	91	72,510
Augusta	18,800	68	12,860
Bath	1,600	62	990
Bedford	8,200	67	5,530
Bland	1,500	63	950
Botetourt	4,600	79	3,630
Brunswick	4,200	63	2,650
Buchanan	8,000	62	4,930
Buckingham	2,500	66	1,650
Campbell	22,700	82	18,570
Caroline	3,000	79	2,380
Carroll	7,900	61	4,800
Charlotte	3,600	72	2,600
Charles City	1,100	80	880
Chesterfield	18,500	89	16,470
Clarke	2,100	79	1,660
Craig	800	79	630
Culpeper	3,300	74	2,450
Cumberland	1,800	66	1,180
Dickenson	5,000	60	3,010
Dinwiddie	13,900	90	12,520
Essex	1,800	80	1,430
Fairfax	63,000	93	58,710
Fauquier	5,800	79	4,590
Floyd	2,600	60	1,570
Fluvanna	1,800	66	1,190
Franklin	6,500	67	4,380
Frederick	10,300	85	8,720
Giles	4,400	78	3,430
Gloucester	3,100	80	2,490
Goochland	1,800	78	1,400
Grayson	4,200	66	2,760
Greene	1,100	66	730
Greensville	3,800	72	2,740
Halifax	9,500	79	7,520
Hanover	7,400	78	5,790
Henrico	95,300	90	85,790
Henry	14,000	80	11,230
Highland	800	63	510
Isle of Wight	4,100	68	2,770
James City	3,200	80	2,560
King & Queen	1,500	80	1,200
King George	1,700	76	1,290
King William	1,900	79	1,510
Lancaster	2,500	77	1,910
Lee	6,300	64	4,030
Loudoun	6,100	88	5,400
Louisa	3,200	78	2,500
Lunenburg	3,100	63	1,950
Madison	2,100	66	1,390
Mathews	2,000	80	1,610
Mecklenburg	7,400	72	5,300
Middlesex	1,800	80	1,440
Montgomery	10,200	88	9,000
Nansemond	10,500	82	8,600
Nelson	3,100	75	2,330
New Kent	1,100	79	870
Newport News	50,700	91	45,890
Norfolk	150,900	91	137,120
Northampton	4,800	67	3,230
Northumberland	2,400	76	1,830
Nottoway	3,400	72	2,450
Orange	3,400	74	2,530
Page	4,000	72	2,870
Patrick	3,800	61	2,310
Pittsylvania	28,700	76	21,920
Powhatan	1,100	78	860
Prince Edward	3,900	72	2,820
Prince George	14,200	79	11,250
Princess Anne	17,100	86	14,650
Prince William	9,200	88	8,130
Pulaski	7,500	78	5,840
Rappahannock	1,500	66	990
Richmond	1,900	76	1,450
Roanoke	43,800	90	39,360
Rockbridge	7,700	62	4,810
Rockingham	13,900	79	10,920
Russell	5,800	60	3,490
Scott	7,400	65	4,800
Shenandoah	6,000	72	4,310
Smyth	7,100	66	4,660
Southampton	6,400	67	4,320
Spotsylvania	7,500	78	5,820
Stafford	4,400	78	3,430
Surry	1,500	80	1,200
Sussex	2,700	72	1,950
Tazewell	11,100	64	7,160
Warren	4,000	79	3,170
Washington	12,800	63	8,070
Westmoreland	2,800	77	2,140
Wise	12,100	65	7,920
Wythe	5,300	63	3,360
York	5,700	80	4,580
State Total	1,039,500	82	854,550
WASHINGTON			
Adams	3,700	81	3,010
Asotin	4,600	72	3,320
Benton	21,900	70	15,350
Chelan	14,600	71	10,350
Clallam	9,000	84	7,520
Clark	28,600	88	25,080
Columbia	1,700	72	1,220
Cowlitz	18,800	75	14,020
Douglas	4,700	64	3,000
Ferry	1,100	71	780
Franklin	6,100	74	4,500
Garfield	900	72	650
Grant	16,000	71	11,340
Grays Harbor	18,500	74	13,600
Island	5,800	86	5,010
Jefferson	2,300	84	1,940
King	314,300	89	280,140
Kitsap	27,100	91	24,610
Kittitas	6,200	66	4,100
Klickitat	4,100	65	2,660
Lewis	14,100	77	10,910
Lincoln	3,000	81	2,430
Mason	4,600	85	3,900
Okanogan	9,100	64	5,790
Pacific	5,000	67	3,330
Pend Oreille	2,300	71	1,640
Pierce	97,900	91	88,610
San Juan	1,000	86	860
Skagit	16,200	79	12,820
Skamania	1,500	78	1,170
Snohomish	48,900	90	44,030
Spokane	95,100	90	85,870
Stevens	6,500	71	4,630
Thurston	17,200	86	14,810
Wahkikum	1,000	66	660
Walla Walla	12,800	70	8,980
Whatcom	24,900	77	19,250
Whitman	8,900	75	6,640
Yakima	47,100	86	40,600
State Total	927,100	85	789,130
WEST VIRGINIA			
Barbour	4,400	61	2,700
Berkeley	8,500	83	7,060
Boone	6,100	79	4,840
Braxton	4,400	57	2,520
Brooke	7,400	94	6,930
Cabell	35,200	93	32,580
Calhoun	2,100	65	1,370
Clay	3,300	67	2,220
Doddridge	1,900	59	1,130
Fayette	18,100	78	14,090
Gilmer	1,900	55	1,040
Grant	2,200	60	1,320
Greenbrier	9,300	77	7,160
Hampshire	3,300	61	2,020
Hancock	10,400	92	9,600
Hardy	2,300	60	1,380
Harrison	21,700	66	14,220
Jackson	3,800	66	2,490
Jefferson	4,300	87	3,740

In Roanoke in '60 the Selling Signal is SEVEN...

Wig-wagging will get you nowhere, but your selling message on WDBJ-TV will go into over 400,000 homes in Virginia, N. Carolina and W. Va. . . . a rich and growing Television Market of nearly 2,000,000 people.

You can sell like sixty on seven. In Roanoke, seven is *WDBJ-TV* . . . best in sight, day or night, for higher ratings at lower cost. Your only station in this area offering CBS network shows — *plus* superior local programming, *plus* hard-hitting merchandising assistance.

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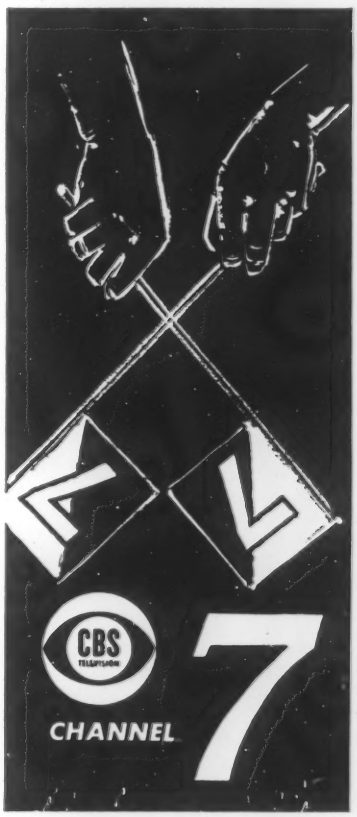
WDBJ-TV

Roanoke, Virginia



County	Total Homes	Nielsen % Tv Homes	Nielsen Tv Homes
Kanawha	69,500	90	62,360
Lewis	4,900	61	2,990
Lincoln	5,000	86	4,290
Logan	15,600	82	12,840
McDowell	17,900	79	14,060
Marion	19,000	82	15,640
Marshall	11,100	90	9,960
Mason	6,200	86	5,310
Mercer	19,800	78	15,400
Mineral	5,800	61	3,550
Mingo	10,100	83	8,330
Monongalia	15,100	85	12,820
Monroe	3,000	66	1,980
Morgan	2,300	61	1,410
Nicholas	6,900	67	4,620
Ohio	21,000	93	19,490
Pendleton	2,200	60	1,320
Pleasants	1,600	74	1,180
Pocahontas	2,900	60	1,740
Preston	6,400	69	4,430
Putnam	5,900	86	5,060
Raleigh	21,600	71	15,350
Randolph	7,100	63	4,450
Ritchie	3,500	55	1,920
Roane	3,700	65	2,420
Summers	4,500	66	2,970
Taylor	4,400	69	3,040
Tucker	2,100	60	1,260
Tyler	2,800	74	2,060
Upshur	5,000	61	3,070
Wayne	8,900	83	7,380
Webster	3,900	60	2,340
Wetzel	4,800	73	3,530
Wirt	1,300	66	860
Wood	26,700	70	18,820
Wyoming	9,500	72	6,860
State Total	512,600	79	403,540
WISCONSIN			
Adams	2,400	73	1,760
Ashland	5,300	82	4,320
Barron	9,700	85	8,230
Bayfield	3,400	77	2,610
Brown	33,400	93	30,990
Buffalo	4,000	85	3,410
Burnett	2,300	78	1,790
Calumet	4,800	91	4,350
Chippewa	13,100	86	11,240
Clark	9,500	80	7,620
Columbia	11,700	85	9,910
Crawford	4,600	77	3,550
Dane	61,200	89	54,730
Dodge	18,100	92	16,720
Door	6,800	91	6,180
Douglas	14,400	87	12,570
Dunn	7,700	86	6,590
Eau Claire	18,300	91	16,710
Florence	800	77	620
Fond Du Lac	21,600	91	19,600
Forest	1,800	77	1,390
Grant	13,000	84	10,960
Green	7,600	83	6,320
Green Lake	4,600	78	3,580
Iowa	5,900	77	4,550
Iron	2,300	82	1,880
Jackson	4,200	83	3,470
Jefferson	15,300	92	14,140
Juneau	5,100	73	3,740
Kenosha	30,000	93	27,920
Kewaunee	4,600	91	4,180
La Crosse	21,100	87	18,320
Lafayette	4,500	83	3,740
Langlade	5,800	82	4,770
Lincoln	6,500	82	5,340
Manitowoc	20,800	93	19,270
Marathon	25,200	86	21,660
Marinette	11,000	87	9,580
Marquette	2,500	78	1,960
Milwaukee	317,400	94	298,670
Monroe	8,800	85	7,460
Oconto	6,800	91	6,160
Oneida	7,000	76	5,330
Outagamie	27,200	93	25,200
Ozaukee	9,800	93	9,070
Pepin	2,100	85	1,790
Pierce	6,800	85	5,790
Polk	7,900	91	7,170
Portage	9,700	85	8,270
Price	3,600	76	2,750
Racine	40,400	94	37,780
Richland	5,200	77	4,000
Rock	34,100	89	30,240
Rusk	4,600	76	3,520
St. Croix	7,800	91	7,120
Sauk	11,800	87	10,210
Sawyer	3,000	77	2,310
Shawano	9,400	87	8,200
Sheboygan	27,300	92	25,220
Taylor	4,700	77	3,600
Trempealeau	6,800	83	5,620
Vernon	7,300	77	5,640
Vilas	2,500	76	1,910
Walworth	16,200	92	14,950
Washburn	2,900	78	2,270
Washington	12,300	94	11,510
Waukesha	38,900	93	36,130
Waupaca	10,200	92	9,370
Waushara	4,000	78	3,120
Winnebago	32,800	91	29,690
Wood	17,200	85	14,610
State Total	1,151,400	90	1,034,950

County	Total Homes	Nielsen % Tv Homes	Nielsen Tv Homes
WYOMING			
Albany	6,900	58	4,030
Big Horn	3,200	52	1,660
Campbell	1,700	46	790
Carbon	5,300	63	3,310
Converse	1,700	60	1,020
Crook	1,300	46	600
Fremont	7,200	53	3,810
Goshen	3,600	59	2,140
Hot Springs	1,800	52	940
Johnson	1,400	50	690
Laramie	17,200	85	14,670
Lincoln	2,400	59	1,410
Natrona	12,700	61	7,790
Niobrara	1,200	53	640
Park	5,200	54	2,800
Platte	2,400	53	1,270
Sheridan	6,500	52	3,400
Sublette	1,000	45	450
Sweetwater	5,300	53	2,780
Teton	1,400	54	760
Uinta	1,900	59	1,120
Washakie	2,500	50	1,240
Weston	2,400	46	1,100
Yellowstone Park	100	56	60
State Total	96,300	61	58,480

CANADA

BY AREA

	Total Homes	Nielsen % Tv Homes	Nielsen Tv Homes‡
Canada (9 Provinces)†	4,266,800	80	3,423,410
Maritimes	319,000	72	228,930
Prince Ed. Is.	23,200	62	14,390
Nova Scotia	165,700	78	129,980
New Brunswick	130,100	65	84,560
Quebec	1,123,000	88	983,130
Ontario	1,547,700	86	1,336,930
Prairie Prov.	810,700	66	536,860
Manitoba	230,800	69	159,610
Saskatchewan	243,300	61	148,000
Alberta	336,600	68	229,250
British Columbia	446,400	72	337,560

‡ Includes tv homes for counties with less than 10% ownership

† Newfoundland available at later date

BY PROVINCE AND COUNTY

ALBERTA			
Census Division 01	10,900	80	8,720
Census Division 02	21,400	85	18,190
Census Division 03	8,000	74	5,920
Census Division 04	4,500	33	1,490
Census Division 05	11,200	77	8,620
Census Division 06	78,100	83	64,820
Census Division 07	11,700	39	4,560
Census Division 08	19,700	57	11,230
Census Division 09	5,400	54	2,920
Census Division 10	20,700	38	7,870
Census Division 11	97,400	87	84,740
Census Division 12	11,200	18	2,020
Census Division 13	13,000	47	6,110
Census Division 14	4,400	23	1,010
Census Division 15	19,000	LT	LT
Total	336,600	68	228,229
BRITISH COLUMBIA			
Census Division 01	9,300	34	3,160
Census Division 02	21,000	50	10,500
Census Division 03	28,400	60	17,040
Census Div. 4A&B	7,700	72	5,540
Census Div. 4C&D (Metro Vancouver)	224,400	90	201,960
Census Division 4E	28,300	73	20,660
Census Division 5A-(Part) Metro Victoria	44,300	81	35,880
Census Division 05-Remainder*	42,000	72	30,240
Census Division 06	17,600	38	6,690
Census Division 07	6,100	46	2,810
Census Division 08	20,100	LT	LT
Census Division 09	10,300	LT	LT
Census Division 10	6,900	30	2,070
Total	466,400	72	336,550
MANITOBA			
Census Division 01	6,200	33	2,050
Census Division 02	9,400	31	2,910
Census Division 03	6,100	56	3,420
Census Division 04	4,200	64	2,690
Census Division 05-Remainder*	8,100	70	5,670

LT = Less than 10% tv ownership

*Not included in Metro area

County	Total Homes	Nielsen % Tv Homes	Nielsen Tv Homes
Census Division 06-Remainder*	9,100	66	6,010
Census Division 07	12,600	78	9,830
Census Division 08	6,600	78	5,150
Census Division 09-Remainder*	6,800	79	5,370
Census Division 10	5,300	52	2,760
Census Division 11	7,300	48	3,500
Census Division 12	6,100	39	2,380
Census Division 13	6,400	LT	LT
Census Division 14	6,300	26	1,640
Census Division 15	3,400	LT	LT
Census Division 16	12,400	LT	LT
Winnipeg Metro Parts of Divs. 5-6-9	114,500	92	105,340
Total	230,800	69	158,720
NEW BRUNSWICK			
Albert	2,800	84	2,350
Carleton	6,200	62	3,840
Charlotte	6,900	73	5,040
Gloucester	12,000	24	2,880
Kent	5,400	51	2,750
Kings	6,700	78	5,230
Madawaska	7,000	49	3,430
Northumberland	10,400	39	4,060
Queens	3,300	77	2,540
Restigouche	8,100	27	2,190
St. John	21,500	86	18,490
Sunbury	2,500	88	2,200
Victoria	4,500	53	2,390
Westmoreland	20,100	84	16,880
York	12,700	81	10,290
Total	130,100	65	84,560
NOVA SCOTIA			
Annapolis	5,500	75	4,130
Antigonish	2,600	34	880
Cape Breton	26,500	92	24,330
Colchester	8,600	78	6,710
Cumberland	10,200	85	8,670
Digby	5,100	67	3,420
Guysborough	3,200	33	1,060
Halifax	46,600	89	41,470
Hants	6,200	81	5,020
Inverness	4,100	39	1,600
Kings	9,400	76	7,140
Lunenburg	9,400	67	6,300
Pictou	11,100	76	8,440
Queens	3,300	69	2,280
Richmond	2,500	69	1,730
Shelburne	3,800	58	2,200
Victoria	2,000	59	1,180
Yarmouth	5,600	61	3,420
Total	165,700	78	129,980
ONTARIO			
Algoma	21,600	83	17,930
Brant	23,100	92	21,250
Bruce	12,500	74	9,250
Carleton	76,800	94	72,190
Cochrane	20,800	79	16,430
Dufferin	4,700	74	3,480
Dundas	4,900	94	4,610
Durham	11,200	86	9,630
Elgin	17,500	88	15,400
Essex	70,900	95	67,360
Frontenac	21,100	89	18,780
Glenbarry	4,800	79	3,790
Grenville	6,200	83	5,150
Grey	18,700	83	15,520
Haldimand	7,900	88	6,950
Haliburton	2,500	66	1,650
Halton	25,600	90	23,040
Hastings	24,000	81	19,440
Huron	15,500	79	12,250
Kenora	12,800	10	1,280
Kent	26,300	92	24,210
Lambton	28,200	86	24,250
Lanark	10,900	67	7,300
Leeds	12,300	86	10,580
Lennox & Addington	6,400	85	5,440
Lincoln	33,900	86	29,150
Manitoulin	2,900	55	1,600
Middlesex	56,500	90	50,850
Muskoka	7,400	71	5,250
Nipissing	15,600	91	14,200
Norfolk	14,300	91	13,010
Northumberland	11,600	78	9,050
Ontario	32,400	89	28,840
Oxford	19,800	90	17,820
Parry Sound	7,700	64	4,930
Peel	26,800	94	25,190
Perth	16,800	85	14,280
Peterborough	19,400	89	17,270
Prescott	6,400	90	5,760
Prince Edward	6,500	80	5,200
Rainy River	7,300	35	2,560
Renfrew	20,400	69	14,080
Russell	4,400	79	3,480
Simcoe	36,500	85	31,030
Stormont	15,200	82	12,460
Sudbury	36,700	89	32,660
Temiskaming	13,000	66	8,580
Thunder Bay	33,900	81	27,460
Victoria	8,900	74	6,590
Waterloo	43,200	82	35,420
Welland	43,500	92	40,020
Wellington	22,000	88	19,360
Wentworth	89,200	90	80,280
York	408,300	89	363,390
Total	1,547,700	86	1,336,930

County	Total Homes	Nielsen % Tv Homes	Nielsen Tv Homes
PRINCE EDWARD ISLAND			
Kings	4,400	46	2,020
Prince	8,600	56	4,820
Queens	10,200	74	7,550
Total	23,200	62	14,390
QUEBEC			
Abitibi	20,500	67	13,740
Argenteuil	7,500	77	5,780
Arthabaska	9,200	92	8,460
Bagot	4,900	91	4,460
Beauce	12,400	64	7,940
Beauharnois	10,300	95	9,790
Bellechasse	5,000	75	3,750
Berthier	6,000	95	5,700
Bonaventure	8,000	30	2,400
Brome	3,500	73	2,560
Chambley Remainder*	7,700	92	7,080
Champlain	22,500	90	20,250
Charlevois-Est	2,900	85	2,470
Charlevoix-Ouest	2,300	65	1,500
Chateauguay	6,000	94	5,640
Chicoutimi	26,000	91	23,660
Compton	5,700	70	3,990
Deux Montagnes	7,000	94	6,580
Dorchester	6,900	58	4,000
Drummond	12,700	86	10,920
Frontenac	6,300	75	4,730
Gaspe Est	7,700	13	1,000
Gaspe Ouest	3,500	49	1,720
Gatineau	9,300	72	6,700
Hull	17,300	94	16,260
Huntingdon	3,900	80	3,120
Iberville	3,800	95	3,610
Jesus Island-Remainder*	12,000	96	11,520
Joliette	9,000	87	7,830
Kamouraska	5,300	53	2,810
Labelle	6,100	49	2,990
Lac-St-Jean-Est	7,200	91	6,550
Lac-St-Jean-Ouest	10,100	80	8,080
La Prairie	6,400	94	6,020
Lassomption	7,200	90	6,480
Levis-Remainder*	2,300	75	1,730
Lislet	4,900	72	3,530
Lotbiniere	6,300	72	4,540
Madeleine-Island	1,900	LT	LT
Maskinonge	4,400	85	3,740
Matane	6,200	74	4,590
Matapedia	5,900	63	3,720
Megantic	11,500	87	10,010
Missisquoi	6,700	90	6,030
Montcalm	4,200	88	3,700
Montmagny	5,500	75	4,130
Montmorency No. 1	3,900	89	3,470
Montmorency No. 2	900	81	730
Montreal Metro Montreal Island and Parts of Chambly and Jesus Island	457,900	94	430,430
Napierville	2,700	94	2,540
Nicolet	6,500	79	5,140
Papineau	7,100	89	6,320
Pontiac	4,800	61	2,930
Portneuf	10,200	92	9,380
Quebec Metro Parts of Quebec and Levis	70,800	96	67,970
Quebec-Remainder*	3,100	80	2,480
Richelieu	8,400	95	7,980
Richmond	9,000	88	7,920
Rimouski	11,600	89	10,320
Rouville	5,600	86	4,820
Saguenay	11,200	64	7,170
Shefford	12,100	91	11,010
Sherbrooke	17,800	93	16,550
Soulanges	2,300	86	1,980
Stanstead	8,600	80	6,880
St. Hyacinthe	9,500	95	9,030
St. Jean	8,700	91	7,920
St. Maurice	24,100	91	21,930
Temiscamingue	12,100	74	8,950
Temiscouta	5,000	51	2,550
Riviere-du-Loup	7,100	73	5,180
Terrebonne	21,000	91	19,110
Vaudreuil	6,100	89	5,430
Vercheres	5,200	91	4,730
Wolfe	4,300	81	3,480
Yamaska	3,500	81	2,840
Total	1,123,000	87	980,420
SASKATCHEWAN			
Census Division 01	10,200	34	3,470
Census Division 02	9,000	64	5,760
Census Division 03	8,300	63	5,230
Census Division 04	5,200	44	2,290
Census Division 05	13,200	53	7,000
Census Division 06	37,000	85	31,450
Census Division 07	16,400	80	13,120
Census Division 08	11,700	71	8,310
Census Division 09	14,600	51	7,450
Census Division 10	9,700	40	3,880
Census Division 11	30,600	84	25,700
Census Division 12	7,800	73	5,690
Census Division 13	9,100	26	2,370
Census Division 14	14,800	33	4,880
Census Division 15	21,200	65	13,780
Census Division 16	11,900	56	6,660
Census Division 17	8,100	LT	LT
Census Division 18	4,500	LT	LT
Total	243,300	60	147,040

"ARB"-OMETER SAYS

ROCHESTER'S CHANNEL 10

NEW YORK

CLIMATE *Better Than Ever!*

ARB REPORT

Rochester Metropolitan Area

March, 1960

(4 weeks average)

The nice thing about our "climate," here at CHANNEL 10, Rochester, N. Y., is that it gets better all the time! Year after year, the surveys agree that we offer the best buy in Rochester TV!

56.7% **OVER-ALL SHARE OF AUDIENCE**

18 of the top 20 favorite TV programs in Rochester

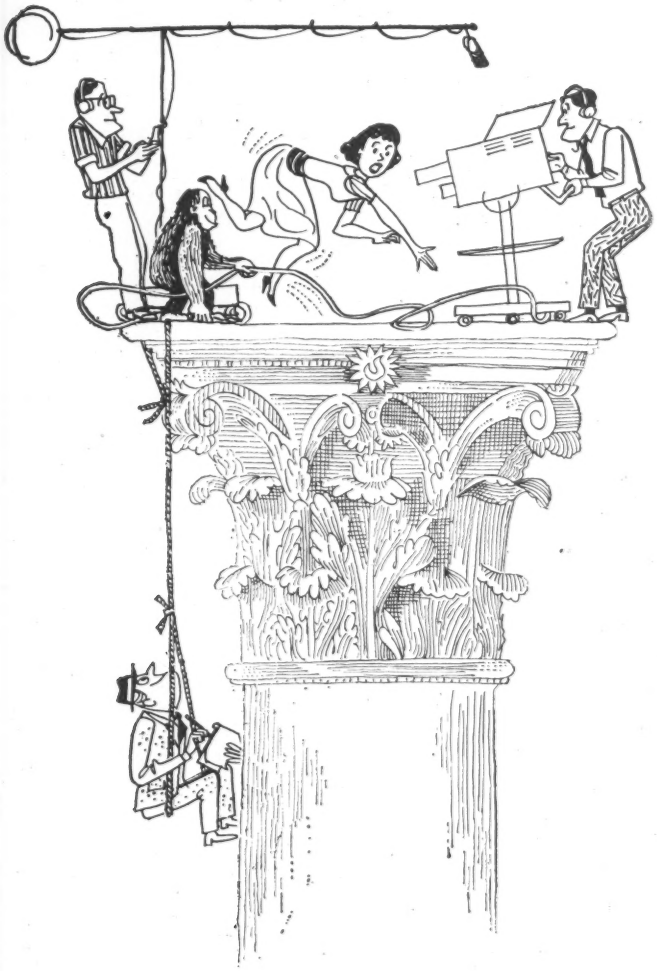
and of 1/4 hours delivering more than 60,000 homes:

CH. 10 has	Sta. B has
93	37

CHANNEL 10

(WVET-TV • WHEC-TV)

EVERETT-McKINNEY, INC. • THE BOLLING CO. INC.



"The cashier slipped and caught her foot in a loose basket of money

. . . now we are $12.60 short."

". . . but it's a small price to pay for the entertainment," concludes the manager of a Fort Wayne company, in a tongue-in-cheek fan letter to Ann Colone.

The Ann Colone Show (WANE-TV, weekdays, 1 to 1:25 p.m.) includes burlesqued as well as conventional physical exercises, interviews with visiting firemen, occasional cooking sprees, and, on one memorable occasion, an unscheduled bout with a chimpanzee that tripped her on a mike cord.

"Ask stout lady giving instructions to please join in . . ." "My tv picture's off but I still hear sound . . . hope you do hair-curling part again when set's fixed . . ." "My specialty is spaghetti . . . I get the real cheese at your brother's grocery. . . ." (From real, live letters; Ann's brother hasn't written, but we understand he also approves.)

The Ann Colone Show is daily confirmation of the vitality of local, live daytime tv. It takes its viewers (85% women) out of the kitchen, provides color, humor, and serious information, draws an audience double that of either of two competing network shows. It typifies the Corinthian approach to programming—that it is not enough to rely on network service, even when it is as good as CBS makes it. Corinthian stations create their own programs to meet specific regional needs and tastes. This builds audience loyalty, wins viewer respect, helps make friendly prospects for our advertisers.

Responsibility in Broadcasting

THE CORINTHIAN

KOTV
TULSA *(H-R)*

KHOU-TV
HOUSTON *(CBS-TV Spot Sales)*

KXTV
SACRAMENTO *(H-R)*

WANE-TV
FORT WAYNE *(H-R)*

WISH-TV
INDIANAPOLIS *(H-R)*

WANE-AM
FORT WAYNE *(H-R)*

WISH-AM
INDIANAPOLIS *(H-R)*

STATIONS

KPOP changes call, programs, ups power

KPOP Los Angeles on June 30 will change its call to KGBS, increase its power to 50 kw and inaugurate a new program format announced as featuring "a minimum of talk and a maximum of adult, listenable music" of the Kern, Rogers and Hammerstein, Cole Porter genre. June 30 marks the first anniversary of the station's acquisition by Storer Broadcasting Co. Announcing the change in programming, Wendell B. Campbell, managing director, said:

"Los Angeles is well supplied with top forty music stations and network affiliates. We believe a melodic music station that has minimal interruption, backed with good, well written and well delivered newscasts, will be a welcome addition to the Los Angeles radio scene. This has been our aim since we acquired KPOP a year ago. We felt it was wiser to make this change gradually, hence the year of transition in programming at KPOP."

Management courses to be offered by RAB

Two-day courses on better radio station management will be conducted by Radio Advertising Bureau in eight cities starting Sept. 12 in Utica, Ill., and concluding Oct. 10 in Omaha, Neb. The agenda will include sales, promotion, programming and management methods of outstanding radio stations. A special report on management techniques in other industries which RAB feels are profitable, also will be given. The conferences will be divided into four sections, each allotted a half-day's attention. They are: programming for increased sales; promoting, managing the sales department; and managing the station.

The schedule: Sept. 12-13—Starved Rock Lodge, Utica, Ill.; Sept. 15-16—Lincoln Lodge, Columbus, Ohio; Sept. 19-20—Pocono Manor Inn, Pocono Manor, Pa.; Sept. 26-27—Williamsburg Inn, Williamsburg, Va.; Sept. 29-30—Diplomat Hotel, Hollywood, Fla.; Oct. 3-4—Terrace Motor Hotel, Austin, Tex.; Oct. 6-7—Rickey's Studio Inn, Palo Alto, Calif., and Oct. 10-11—Town House, Omaha, Neb.

Stuart starts own firm

Robert E. Stuart of Clark Brown, New Orleans, is leaving that firm in July to head up his own station rep organization, the Stuart Company. The new firm will open initially in Corpus Christi, Tex., with a move to Dallas contemplated for the near future.

The Stuart Co. will specialize in major market stations with specialty formats such as Spanish, foreign language, good music, and others. The firm is already organizing a list of small market stations to be represented to regional advertisers on a flat one-rate-card purchase on a single contract-single payment basis.

School for candidates to be held by ABC-TV

ABC-TV and some of its affiliates will conduct television coaching schools for political candidates this summer, it was announced last week by John Daly, ABC vice president in charge of news, special events and public affairs, and Julius Barnathan, ABC-TV vice president for affiliated stations. Plans for these tuition-free classes include instruction in tv program production, as well as on-camera demonstrations, practice sessions where students can watch themselves on monitors, and lectures by station news or program chiefs on the do's and don't's of appearing on camera.

ABC-TV affiliates participating include KAKE-TV Wichita, Kan.; WISN-TV Milwaukee; WTCN-TV Minneapolis; WABC-TV New York; WXYZ-TV Detroit; WLWA (TV) Atlanta; KABC-TV Hollywood; WLWI (TV) Indianapolis; WNHC-TV New Haven, Conn.; KGO-TV San Francisco; WHBQ-TV Memphis; WTAE (TV) Pittsburgh, Pa., and KBTV (TV) Denver, Colo.

■ Rep appointments

■ WVEC-TV Norfolk, Va.: Katz Agency, N.Y.

■ WAAP Peoria, Ill.: Venard, Rintoul & McConnell, N.Y.

■ KROC-AM-TV Rochester, Minn.: Venard, Rintoul & McConnell, N.Y., effective July 1.

■ KMEO Omaha, Neb.: Adam Young Inc., N.Y.

■ WIPS Ticonderoga, N.Y.: Walker-Rawalt Co., N.Y.

■ WHIL Medford-Boston; WARE Ware, Mass., and WJBW New Orleans, all Tarlow Assoc. stations: Breen & Ward as national representative.

■ CJQC Quebec City, Que.: Air-time Sales Ltd., Toronto.

■ WWOK Charlotte, N.C.: Weed Radio Corp., N.Y.

SERVICE IN SELECTION

Your broker is a highly skilled professional. His training allows him to select a property as close as possible to your specifications. When purchasing, remember that your broker provides an incomparable service in accurate selection.

NEGOTIATIONS—FINANCING—APPRAISALS

Blackburn & Company Inc.

RADIO-TV-NEWSPAPER BROKERS

WASHINGTON, D. C.: James W. Blackburn—Jack V. Harvey—Joseph M. Sitrick—Washington Building, Washington, D.C.—ST 3-4341.

MIDWEST: H. W. Cassill—William B. Ryan—333 North Michigan Avenue—Chicago, Illinois—FInancial 6-6460.

SOUTHERN: Clifford B. Marshall—Stanley Whitaker—Robert M. Baird—Healey Building, Atlanta, Georgia—JAckson 5-1576.

WEST COAST: Colin M. Selph—California Bank Building—9441 Wilshire Boulevard—Beverly Hills, California—CRestview 4-2770.

TO: MAJOR MARKET STATION OWNERS

FROM: ANDREW ADVERTISING AGENCY

If you own a radio or television station in one of the top 30 markets and are interested in selling, we would like to meet and talk with you.

We have immediate capital available and would welcome the opportunity of discussing your price and terms.

Your inquiry will be held in strictest confidence.

Contact: Mrs. Broening
ANDREW ADVERTISING AGENCY
6425 Hollywood Boulevard
Hollywood 28, California
HOllywood 9-2135

Rx FOR RADIO

Quality Radio Group told serve public need

Closer attention to public needs in programming it and more emphasis on its qualitative values in selling it—that was the broad prescription for radio as written out last week by Len Matthews, vice president in charge of marketing services at Leo Burnett Co., Chicago.

MR. MATTHEWS

Mr. Matthews was luncheon speaker Wednesday (June 8) at the wind-up of a two-day programming and promotion clinic conducted by the Quality Radio Group. The clinic was attended by 29 representatives and guests of the 19 QRG station members. QRG, formed in 1954 primarily for the sale of time on the QRG group, is reactivating itself with first emphasis now on improving programming, promotion and the radio image generally (CLOSED CIRCUIT, June 6). Ward Quaal, WGN Chicago, is president.

Mr. Matthews suggested ways by which radio stations and networks might set straight the "disturbingly high number" of top agency and advertiser executives who feel that radio stations are all alike, dealing only in music, news and commercials; that the only way to buy radio is in tonnage quantities; that all stations make off-rate-card deals; that radio is almost a "subliminal" or background medium equivalent to "electronic outdoor advertising" and a supplementary medium to be thrown scraps of the advertising budget instead of a major means of selling goods and services.

These notions are true of some stations, he continued, but are by no means true of all.

Public Service ■ He advised that "everything you put on the air should be measured against the yardstick of its service to the public." Programs, he said, should be tailored for the local audience in a combination of "what they want to hear and what they ought to hear." He thought news an important part of public service but stressed that quality is needed in its presentation: "Just having news every hour is not enough."

Mr. Matthews challenged the popular idea that buying "less than 50 spots a week" on a station is useless because tonnage is needed to make an impression. Actually, he said, tonnage buying can lead to another evil which he said stations should resist—over-commer-

cialization. He acknowledged that agencies and advertisers often must share the blame when over-commercialization occurs, but said stations must take the lead in clearing up the problem.

Similarly, he said, stations for their own sakes should reject advertising which is dishonest or misleading, though he thought this problem was limited to relatively few, mostly local, advertisers.

How to Sell ■ Mr. Matthews said broadcasters should stop selling radio as a high-frequency, low-cost background medium and put more stress on its qualitative rather than quantitative values. Sell it for what it is and what it can do and don't pretend that it is all things to all people, he advised. In approaching to specific prospects, he said, radio salesmen should put aside generalities and show how radio can help solve the prospect's specific problems—not more than 5% of the salesmen do this now, he added, but those who do are extraordinarily successful.

His own agency, he said, believes in radio as an important part of the media scene, wants to see it grow and will continue to use it where it is shown that using it "makes sense."

Mr. Matthews also called upon radio stations to "help clean up the rate situation," preferably by adopting a single rate for both local and national business.

Sweeney Speaks ■ The clinic's opening-day luncheon heard Kevin B. Sweeney, president of Radio Advertising Bureau, describe RAB's "$64,000 Challenge" project, in which RAB and Higbee's department store in Cleveland are jointly underwriting extensive radio tests to show radio's effectiveness for department stores. Mr. Sweeney also reported on a three-city survey showing that on the heels of the Summit Conference breakdown more than one-third of the people queried said they had increased their radio news listening during this crisis, a majority of them by 100% or more.

Adam Young starts fm station rep firm

A major station rep organization has moved into wide open spaces of the fm sales field. Adam Young, president of the radio, tv and Canadian representative firms bearing his name, today (June 13) announces the formation of a new company, Adam Young Fm Sales, New York (CLOSED CIRCUIT, June 6).

First clients of Mr. Young's fm subsidiary are: KITT (FM) San Diego, which is co-owned by Fred and Dorothy Rabell (Mr. Rabell is president of the National Assn. of Fm Broadcasters), and Concert Network Inc., consisting

MR. YOUNG MR. REDFIELD

of WNCN (FM) New York; WBCN (FM) Boston; WDAS-FM Philadelphia; WHCN (FM) Hartford; WXCN (FM) Providence, WMTW-FM Mt. Washington, N.H. and WBVA (FM) Washington, D.C. T. Mitchell Hastings Jr. is president of the Concert Network Stations.

Named national sales manager of Adam Young Fm Sales is Lee Redfield, who was previously with Edward Petry & Co., New York. Mr. Redfield will intensify the fm sales effort of the New York office and coordinate the fm sales activity of the entire organization, it was reported. James G. McLoughlin, Concert Network manager in New York, and Joseph Parry, account executive in that office, will continue to call on national accounts in cooperation with Adam Young Fm Sales.

In addition to the fm firm, Mr. Young controls Adam Young Inc., Young Television Corp., Young Canadian Ltd. and Southern Advertising Representatives Inc.

WKMH loses CBS following MBS deal

CBS Radio announced last week that it was terminating the affiliation of WKMH Dearborn, Mich., as of the close of business last night (June 12). WKMH had signed with Mutual the week before to carry Mutual's five-minute newscasts every hour on the half-hour. (BROADCASTING, June 6).

"Because of WKMH's violation of its affiliation agreement with the CBS Radio network," the CBS statement said, "we were obliged, though regretfully, to terminate the affiliation. When the [CBS Radio] Program Consolidation Plan was initiated [in January 1959] we assured all affiliates that there would be only one plan for all stations. CBS Radio is currently negotiating for the affiliation of another station to serve Detroit."

CBS Radio authorities said that in the interim, Storer Broadcasting's WJBK Detroit will carry Chevrolet's schedule of five-minute Saturday newscasts and also the Lowell Thomas newscasts Monday through Friday evenings.

M

Month
(mŭnth), *n.* **1.** the mean length of 29 days, 12 hours, 44 minutes, and 2.8 seconds.
2. *e.g.* every minute of every day as New Yorkers listen to **wmca,** during National Portable Radio Month.

wmca AM Radio Sales
NEW YORK
wbny Jack Masla & Co., Inc.
BUFFALO
&rpi Radio Press International

PAYOLA BILL GETS COMMITTEE NOD

Would fine offenders and suspend licenses for 10 day periods

Rep. Oren Harris' House Commerce Committee last Thursday (June 9) approved by what was described as an "overwhelming vote" a group of proposals on payola and free plugs, quiz rigging, and payoffs among broadcast applicants. The proposals include license suspensions and steep fines for broadcasters who violate the law and FCC rules.

Much of the sting had been removed from the once-highly-controversial proposals recommended last February by Rep. Harris' Legislative Oversight Subcommittee through a series of conferences with broadcast representatives who helped redraft the language to make it acceptable to Congress, the FCC and broadcasters (BROADCASTING, May 30).

One serious broadcaster objection was removed during the closed session Thursday when about two-thirds of committee members approved an amendment by Kansas Republican William H. Avery to exclude proposed restrictions on payoffs where the various applicants for a facility plan a *bona fide* merger to get a facility on the air. (Some supporters of the Avery amendment were absent and three members who didn't like it abstained from voting, it was understood.)

The remaining objectionable feature of the proposed legislation—which was added as a rider to a Senate-approved bill (S 1898) to substitute a new pre-grant procedure for the protest provisions of Sec. 309 (c)—are the provisions for 10-day license suspensions for violations not serious enough to warrant revocations and for fines of up to $1,000 per day for broadcasters found in violation of laws and FCC rules. The committee was expected to make its report to the House floor this week.

Bennett Bill Rejected ■ The committee in another action rejected a bill (HR 5042) authorized by its ranking Republican, John B. Bennett (Mich.), to place the networks under FCC regulation. Rep. Harris said he is in favor of licensing networks but that the committee probably won't act on this question till next year. But Rep. Bennett, unmollified, said he'll try to write in his network licensing proposal when S 1898 goes to the House floor.

S 1898, if it passes the House, will go back to the Senate for agreement or disagreement with the House amendments. Whether its newly-added provisions in these last few days of the 86th Congress receive Senate action probably hinges on whether Rep. Harris and his House colleagues have reached any agreement with Senate Commerce Committee Chairman Warren G. Magnuson (D-Wash.) and other senators. It could be argued there maybe some such understanding, since the original Harris proposals were included in his own bill (HR 11341), now jettisoned, and its subject matter has not been covered by Sen. Magnuson's group during this Congress.

(S 1898, as approved by the Senate, Aug. 19, 1959, would replace the controversial Sec. 309 (c) "McFarland Letter" provision, which the FCC has blamed for most of its applications backlog troubles since the provision was enacted into law in 1952, with a "pre-grant objection" procedure for parties who oppose an application.)

The House committee rider amendments to S 1898 would require an applicant for a broadcast facility to give public notice of his application in the area to be served by the station and also of any ensuing hearings, the FCC prescribing the form and content of the notices. The FCC would be required to consider whether hearings should be held in the area.

Pay Off Sections ■ The earlier redraft of the payoff provision would have restricted the total payments to withdrawing applicants to actual out-of-pocket funds, "prudently expended," incurred in prosecuting the applications. Broadcasters objected that this would discourage *bona fide* mergers, since it might be interpreted that stock acquisitions in the remaining applicant by withdrawing applicants should not be allowed under this provision. Rep. Avery's amendment excepts such transactions where "merger is contemplated." The FCC also had shown concern that mergers might be discouraged in objecting to the original (and much more rigid) wording of HR 11341.

The bill's license suspension provision would authorize such sanctions for the same offenses which permit the FCC to revoke a license, but they would not be required to be "knowingly," "willfully" nor "repeatedly" committed.

The bill's payola and free plug provisions would impose fines of $10,000 and a year's imprisonment on non-licensees who accept payments from other non-licensees for broadcast of matter over a station or who make payments to non-licensees without notifying the licensee in advance so that an announcement can be made.

The same penalty would be imposed

10 payola complaints bring total to 85

The Federal Trade Commission last week issued 10 more payola complaints. This brings to 85 the number of such citations since the payola scandal broke last fall.

Last week's complaints were filed against the following:

Mangold Distributing Co. and related Marshall Enterprises Inc., Baltimore; Sue Records Inc., Fiesta Record Co., Scepter Music Inc., Rank Records of America Inc. and Old Town Record Corp., all New York; Hit-Record Distributing Co. of Cincinnati, that city; S&S Distributing Co., Detroit; Peacock Record Co., Houston, and Apex Producing Corp., Chicago.

Apex President Dempsey Nelson said Thursday that his company practices related more to "advertising and promotion" than to payola.

Of the 85 firms cited for payola, 39 have signed consent judgments agreeing to cease the practice. The latest four were two weeks ago (AT DEADLINE, June 6).

Meanwhile, Starday Recording & Publishing Co. and its affiliated Starday International Sales Co. of Madison, Tenn., last week denied as "baseless" charges it had engaged in payola. The company, in answer to an FTC complaint last month, said that in its eight years of country music business it had only paid out two $25 items. One was to a record distributor who proffered a present to someone in the music field, "possibly a disc jockey," and the other was a cash payment, to a Louisiana disc jockey.

". . . . In neither instance," said the response, "was such contribution considered . . . to be 'payola,' but, on the contrary, they were gratuities in no wise connected with any exposure of records produced by these respondents. . . ."

HOUSE LEGISLATIVE OVERSIGHT SUBCOMMITTEE
Its probe of payola and FCC led to tough proposals

on any person who participated in rigging a "purportedly *bona fide* contest of intellectual skill or knowledge" for broadcast purposes with intent to deceive the listening or viewing public.

Valuable Consideration ■ The broadcaster would be required to make announcements when money, service or "other valuable consideration" is paid directly or indirectly, but such service or other valuable consideration would not include that furnished free or at nominal charge unless it were furnished in return for identification in the broadcast of any person, product, service, trademark or brand name beyond that "reasonably related to" its use on the broadcast.

The broadcaster also would be required to use "reasonable diligence" to get information from employees and others (networks, for instance) to enable him to make the announcements required. The FCC would not be precluded from waiving the announcement requirement in instances where it saw fit and the bill would not preclude the FCC from requiring an "appropriate announcement" for any material furnished free or at nominal charge for broadcast on political programs or those discussing controversial issues.

The forfeitures provision would authorize the FCC, for the same violations involved in revocations, to impose fines of up to $1,000 for each day such violation is found. This would be "in addition to any other penalty provided" in the Communications Act.

315 SUSPENSION TO SENATE FLOOR

'Watchdog' Yarborough only dissenter to committee approval

The resolution to suspend the equal treatment provisions of the Communications Act this year for major party presidential and vice presidential nominees (BROADCASTING, May 30) was reported to the Senate floor last week from the Senate Commerce Committee.

SJ Res 207 was reported by Chairman John O. Pastore (D-R.I.) of the communications subcommittee along with the committee's comments that the measure gives "full discretion" to the broadcaster "to demonstrate by fact and act what he has contended he was unable to do because of the restrictions contained in Sec. 315."

The committee, headed by Sen. Warren G. Magnuson (D-Wash.), said it is fully aware that Congress, if it enacts the suspension resolution, will be taking a calculated risk that broadcasters may succumb to temptation and favor one candidate over another.

But, the committee noted, it is "alert" and plans to apprehend any such activities through its special watchdog subcommittee headed by Sen. Ralph Yarborough (D-Tex.). Sen. Yarborough, ironically, was the only committee member who didn't agree with the committee's report. In "individual views" appended to the report, he said: "I do not agree with all the views expressed in the majority report. In my opinion, the resolution, as reported, does not contain sufficient safeguards to insure fairness and impartiality of treatment to the candidates."

The Senate resolution (S Res 305) setting up the watchdog group, which also includes Sen. Gale McGee (D-Wyo.) and Hugh Scott (R-Pa.), is on the Senate calendar and no action has been taken on it.

Tv's Role ■ The committee report said, in part:

"Broadcasting and in particular television today is the most powerful medium of communication available to candidates for public office. No one disputes the powerful role television can play in the political life of the nation . . .

"In suspending Sec. 315 (a) full discretion is being given to the broadcaster. He is being afforded full opportunity to demonstrate by fact and act what he has contended he was unable

In TV too...FILM does the "impossible"!

HERE, THERE AND EVERYWHERE—all at once! Multi-image to show multi-use! That's the effect used to win the busy housewife in a brilliant 60-second Corning Ware TV film commercial. Multi-image produced *economically . . . efficiently!*

Want special effects? Film is your answer! Film—and film alone—can do 3 things for you: (1) provide high-polish commercials, rich with optical effects; (2) give you crisp, vivid animation; (3) assure penetration and coverage the world over.

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or **W. J. German, Inc.** Agents for the sale and distribution of Eastman Professional Motion Picture Films, Fort Lee, N.J., Chicago, Ill., Hollywood, Calif.

ADVERTISER: Corning Glass Works—Consumer Products Division
PRODUCER: Audio Productions, Inc.
ADVERTISING AGENCY: N. W. Ayer & Sons, Inc.

Watchdog tugging at the leash

In reporting out a resolution to suspend the equal time law for broadcast appearances of presidential and vice presidential candidates this year, the Senate Commerce Committee last week made a special point of referring to its "watchdog subcommittee" that will keep an eye on political broadcasting.

The watchdogs are headed by Sen. Ralph W. Yarborough (D-Tex.) pictured at right. And of all the members of the big Commerce Committee only he disagreed with its favorable report on the equal time resolution. Sen. Yarborough said he thought the resolution "does not contain sufficient safeguards to insure fairness and impartiality of treatment to the candidates."

Sen. Yarborough has made no secret of his intention to oversee broadcasters' performances during the 1960 campaigns. In an interview last month (BROADCASTING, May 9), he said the subcommittee's job was "to see not only that broadcasters fulfill the letter of the law but also the spirit of the law." He added that the subcommittee would not wait for complaints to come to it; he and his associates would actively seek out instances of unfairness in political broadcasting.

Other members of the watchdog subcommittee are Sens. Gale W. McGee (D-Wyo.) and Hugh Scott (R-Pa.). For full report on the subcommittee, its plans and its members see BROADCASTING, May 9.

SENATOR YARBOROUGH
Guardian of the law.

to do because of the restrictions contained in section 315. He is being offered this chance to show how he will meet his public service obligations during the 1960 presidential and vice presidential campaign and the committee will have an opportunity to evaluate his performance in the next Congress.

"The committee is not unmindful that the suspension of section 315 (a), even though it is limited to the 1960 presidential and vice presidential candidates, offers a temptation as well as an opportunity for a broadcaster to push his favorite candidate. That is a danger. The committee clearly recognizes this to be a definite danger but feels that the plea to permit the broadcaster to offer a voluntary plan to achieve the objective of S 3171 (free tv time bill) is so great that it warrants the risk. An informed public is indispensable for the continuance of an alert and knowledgeable democratic society. The public benefits are so great that they outweigh the risk that may result from the favoritism that may be shown by some partisan broadcaster."

Watchful Eye ■ "In any event, the . . . special watchdog subcommittee . . . will keep a careful eye on the use of broadcasting facilities for political purposes during the 1960 campaign. Fear has also been expressed that adoption of this legislation would tend to weaken the present requirements of fair treatment of public issues. The committee desires to make it crystal clear that in recommending this legislation it does not diminish or affect in any way the FCC policy or existing law which holds that a licensee's statutory obligation to serve the public interest is to including the broad encompassing duty of providing a fair, cross-section of opinion in the station's coverage of public affairs and matters of public controversy. This standard of fairness applies to political broadcasts not coming within the coverage of section 315, such as speeches by spokesmen for candidates as distinguished from candidates themselves."

The report added that the Senate group "has faith in the maturity of our networks and broadcasters and their recognition to discharge their obligation

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in the public interest. The committee accepts the broadcasters' offer in good faith. . . ."

The proposed suspension, the report noted, is temporary and "a voluntary action is always preferable to government action." The committee noted the resolution requires the FCC to report by next March 1 on how the suspension plan has worked and to recommend any legislation it feels necessary.

Constitutionality questions raised by witnesses at the communications subcommittee hearings last month on S 3171 on mandatory requirements for free tv time are made moot, for the present, by the suspension plan.

The committee said the suspension resolution would give the broadcaster enough flexibility to "put to test his ingenuity. He cannot, in the event of difficulties encountered later, state that he has been restricted or limited by legislation." The committee is hopeful, the report said, that "the challenge being set forth is successfully met."

BOOST LEGALIZED TV BOOSTERS

House subcommittee approves bill passed by Senate; FCC, NAB favor legislation

A Senate-passed bill to legalize vhf tv boosters was approved last week by the House Communications & Power Subcommittee headed by Rep. Oren Harris (D-Ark.) after testimony and written statements were submitted by more than 20 witnesses during Monday and Tuesday morning sessions. The bill (S 1886) goes next to the parent House Commerce Committee, also headed by Rep. Harris, where no serious opposition is expected.

Witnesses favoring the legislation to legalize existing vhf boosters and authorize licensing of all such boosters by the FCC included the FCC itself and NAB plus a number of senators and representatives, vhf booster operators or officials, tv broadcasters and county officials, all from western states.

The only opponent of the proposal was Jerrold Electronics Corp., community antenna system operator-owner and manufacturer of catv equipment. Milton J. Shapp, Jerrold president, proposed that existing vhf boosters be legalized but that no new ones be permitted and that their development be restricted to nine states in the West and far Northwest.

FCC Chairman Frederick W. Ford said vhf boosters have rendered a satisfactory and reasonably trouble-free service to many people in remote areas and the commission believes that if they are designed and installed properly they will require little attendance and need no regularly-licensed operator. He said the FCC feels it should be given discretion to waive requirements for licensed operators at all broadcast stations because of continued technological changes in the radio field.

One Watt Limit ■ Mr. Ford said the FCC plans to restrict vhf boosters to 1 watt (but directionalized), require them to protect regular tv stations from interference and to transmit on a channel other than that of the originating station, give them no protection from translators or from each other and require them to be turned off when the originating station leaves the air.

Vincent Wasilewski, NAB director of government affairs, said boosters should be encouraged, but should not be allowed to become a deterrent to construction of a live tv facility.

Rex Howell, owner-manager of KREX-TV Grand Junction and KREY-TV Montrose, both Colorado, favored the booster bill, but also asked that catv systems be licensed. Mr. Howell said his stations have not asked the networks for higher rates for its "bonus" booster audience, but may later.

Higher Power ■ A number of witnesses suggested vhf boosters be allowed higher power than 1 watt. Some also were critical of catv systems, but Rep. Harris said that question would not be considered this year in view of Senate action to shelve a bill to license catv (BROADCASTING, May 23).

Others favoring the bill: Reps. Byron L. Johnson (D-Colo.), Keith Thompson (R-Wyo.), Henry A. Dixon (R-Utah), Walt Horan (R-Wash.), David S. King (D-Utah), Donald F. McGinley (D-Neb.) Wayne Aspinall (D-Colo.) and Stewart Udall (D-Ariz.); Sens. Gordon Allott (R-Colo.), John A. Carroll (D-Colo.), Frank Moss (D-Utah), Frank Church (D-Idaho) and Gale McGee (D-Wyo.); James Beamer, Livingston, Mont., Tri-State Repeater Assn.; Harris M. Thomason, Washington State Tv Reflector Assn.; Warner Spencer, representing booster operators in Idaho; Kendrick Harward, Utah Tv Repeater Assn.; Ray Nash, Uintah County, Utah, county attorney; Eugene M. Ewing and Jack Bretey, Wyoming Tv Repeater Assn.

Mr. Shapp said Jerrold has felt vhf boosters would cause "chaotic" interference conditions, seriously degrade tv allocations, discourage new vhf broadcast stations in secondary markets and destroy uhf broadcasting stations.

TV SETBACK IN CATV SQUABBLE

Judge rules broadcasters have no common law property rights in their signals

Broadcasters have no common law property rights in their programs, a Montana judge has ruled.

The decision was issued by state district judge W.W. Lessley May 31. It resulted from a lawsuit by Ed Craney's Z-Bar Net Inc. and Television Montana Inc. (KXLF-TV Butte, Mont.) against the catv system in Helena, Mont.

A decision whether to appeal was being weighed by Mr. Craney at the end of last week.

The decision is considered of major significance, since it is the first court determination of the rights of broadcasters in their signal.

The lower court judge ruled that KXLF-TV has no property interest "by copyright or otherwise" in any programs broadcast or in any "signals or programs" received on the catv system.

He said that the broadcasting of programs by KXLF-TV and the rebroadcast of such programs by KFBB-TV Great Falls, Mont., has made them public within the meaning of Montana law (Sec. 67-1107).

KFBB-TV rebroadcasts some KXLF-TV programs with permission. The Helena cable company picks up KFBB-TV signals and feeds them to its 3,000-odd subscribers.

Judge Lessley said that the activities of the Helena catv system "do not constitute an infringement upon, or a violation of, any rights or privileges of . . . the plaintiffs in this action."

Mr. Craney brought the lawsuit in December 1958. It was argued last February.

Mr. Craney also owns KXLJ-TV Helena. This station operates as a satellite of KXLF-TV. It left the air for six months in 1959 but resumed operation in August of that year after it successfully stopped the Helena cable company from bringing in outside signals via microwave relay.

Other Suits More Significant ■ Communications lawyers stressed that this ruling is by a "court of first instance" and should not be construed as the last word on the subject.

They also emphasized that Judge Lessley's findings relate only to Montana law and are concerned only with common law rights.

They pointed out that a more significant case is that instituted last year by the three Salt Lake City tv stations against the catv system in Twin Falls, Idaho. In this litigation the tv stations have charged the Twin Falls cable company with pirating their signals.

In preparation, it is widely known, is a copyright infringement suit by United Artists against an unidentified cable company (CLOSED CIRCUIT, May 23). It is understood this will charge catv operators with using copyrighted material, leased to regular tv stations, without payment of royalties to the copyright holder.

Tower tussle looms as FAA rejects plan

The role of the Federal Aviation Agency in deciding the placement of radio and television antenna towers was debated last week in comments to FCC proposed rulemaking on processing of cases involving possible air navigation hazards.

The commission's proposed rulemaking stemmed from a recommendation by the FAA that the Airspace Division (comprised of government agency representatives, including the FCC), be abolished and that applications for antenna structures which require "special aeronautical study" be referred to the aviation agency.

However, the FAA in comments filed last week showed keen displeasure at the FCC's interpretation of the aviation agency's role as arbiter in air navigation hazard cases. It had originally contemplated, FAA said, that its findings would be established during FAA proceedings and would be forwarded to the FCC for use in determining public interest considerations. The proposed rulemaking indicated that "these findings will be treated only as recommendations on the question of aeronautical hazards and that the FCC will make final decisions." FAA requested that the commission not adopt the rulemaking "in its present form."

The Other Side ■ Broadcasters' views opposing the rulemaking were summed up by the Federal Communications Bar Assn. "Spokesmen for aviation interests, FCBA said, "have expressed the opinion that the authority vested in the FCC was withdrawn and vested in the FAA and that the FAA has exclusive jurisdiction to pass upon location, height, marking and illumination of radio and tv towers. If this is so, applicants before the FCC would be deprived of a full and complete hearing upon the record as requested by the Administrative Procedure Act and would be deprived of their right to ap-

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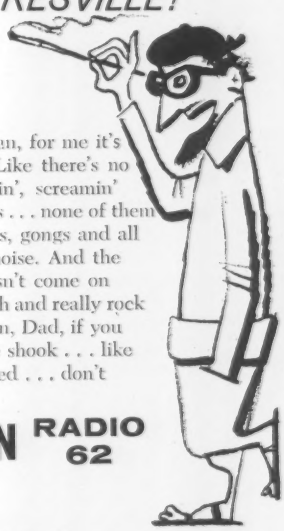

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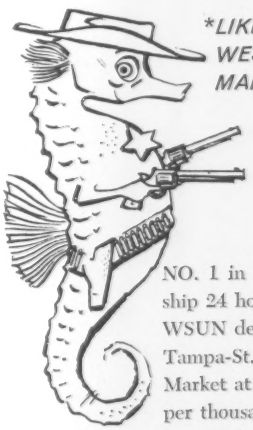

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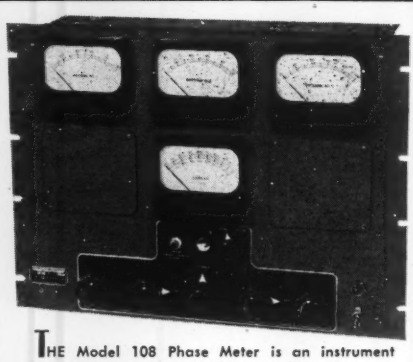

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peal to courts for judicial review. . . ." The FCBA pointed out that under the precedures of the Airspace committee, broadcasters were represented by the FCC and the NAB. Even though the NAB has no vote, and the FCC does not vote on broadcast matters, there is still broadcast representation.

Storer Broadcasting Co. underlined the importance of such representation which, it said, "acts as a necessary restraint on extreme or uninformed decisions based solely on aviation convenience." Until "adequate procedural safeguards" are established, Storer said, it will oppose "any change of forum" which would make it more difficult for broadcasters to secure objective decisions on tower proposals.

On the request of the Federal Communications Consulting Engineers the FCC extended time for filing comments to July 22 and for filing reply comments to July 5.

Coral Tv favored for Miami ch. 6

A grant of ch. 6 Miami to Coral Tv Corp. would result in a far greater benefit to the people of that community than would grants to competing applicants Publix Tv Corp. and South Florida Amusement Co., the FCC's Broadcast Bureau said last week. "This benefit is so self-evident that we believe it is entitled to great weight in the over-all comparative process," the bureau stated in filing proposed findings for consideration of the hearing examiner.

Because of their proposed transmitter locations in Perrine and tower height limitations, Publix and South Florida Grade A signals would cover only a small portion of Miami proper, the Broadcast Bureau said.

The other two applicants, on the other hand, hit the Coral site. Publix also claimed that Coral has failed to establish its financial and technical qualifications and that South Florida is "vastly inferior" because of its "extremely curtailed program schedule."

South Florida maintained that Coral had deliberately concealed its construction costs and had attempted to achieve unfair advantage over the other two applicants. The applicant claimed a "strong preference" on past broadcast experience, integration of ownership, programming and policy planning.

Coral, in turn, hit the financial qualifications of Publix because of its dependance on a substantial loan from Irving Kipnis. The bureau ruled, however, that Mr. Kipnis' relationship with Publix was the same as Coral's with two banks.

NEW NBC ROADBLOCK: REP. CELLER

New Yorker tells FCC to take close look at NBC-RKO deal

The move of NBC to acquire tv stations in Boston and San Francisco ran into a peppery obstacle last week in the person of Rep. Emanuel Celler (D-N.Y.), chairman of the House Judiciary Committee and of its antitrust subcommittee.

The New Yorker told the FCC that it better take a long, hard look at the multiple transactions involved in the NBC-RKO General exchanges. These involve the network's Philadelphia and Washington stations and RKO's Boston stations, and NBC's buy of KTVU (TV) in San Francisco.

Mr. Celler left the definite impression in his June 6 letter to FCC Chairman Frederick W. Ford, that the commission better turn them down.

This was Mr. Celler's second public utterance on the NBC moves. The first came several weeks ago when he figuratively threw up his hands because the Dept. of Justice did not oppose the transactions (BROADCASTING, June 6, May 23).

He said then that he was thinking of reopening his investigation of networks and the FCC's regulation of them. He pointed particularly to option time.

Meanwhile, NBC and Westinghouse engaged in a verbal slugging match which took place in court and outside.

Right to Intervene ■ Westinghouse argued June 9 before Judge William H. Kirkpatrick in U.S. District Court in Philadelphia that it had the right to intervene as a party in the NBC consent decree because if NBC acquired RKO's WNAC-AM-TV and WRKO (FM) in Boston, Westinghouse's WBZ-TV there would lose its NBC affiliation. It claimed that NBC's acquisitions in Boston and San Francisco permit the network to acquire five stations in the top eight U.S. markets, the very thing the government's antitrust suit was meant to stop.

The Westinghouse petition was opposed by NBC and the Justice Dept. Judge Kirkpatrick took the petition under advisement.

During the course of the argument, Philadelphia attorney Bernard Segal, counsel for NBC, characterized as "falsehood" the assertions in the Westinghouse briefs that it had Justice Dept. approval to intervene and then that the department had "shifted its position."

This same argument was given by the *San Francisco Chronicle* (KRON-TV San Francisco) for withdrawing its petition to intervene. It, too, is the NBC affiliate there.

The *Chronicle* said it had been advised that the Justice Dept. would not oppose its attempt to intervene. It said that no useful purpose would be served by attempting to make its case, if it could not be a party to the action. This was in response to Justice Dept.'s comment to the court that the *Chronicle* pleading be heard and, if warranted, order the government to submit such evidence.

The result, the *Chronicle* said, would be a proceeding to adjudicate its claims in which it could not participate as a party and in which NBC and the Justice Dept. would be in control of the presentation. Since these two are already committed to the belief that the consent judgment has not been violated, such a proceeding would be adversary "in name only."

Fight on Other Fronts ■ The *Chronicle* announced it would pursue "the appropriate relief before other tribunals." This was taken to mean that it would object to the KTVU sale before the FCC, and if that fails, before the courts.

The basis for the NBC and Justice opposition to permitting intervention was that the consent judgment applied only to parties in the original antitrust complaint. Mr. Segal stressed that the government suit and consent decree was directed specifically to alleged methods (use of network affiliation powers) rather than the accomplishment of NBC's purported goal to acquire tv outlets in the five out of eight top markets. Bernard Hollander represented the Justice Dept.

The NBC-Westinghouse exchange continued in public with statements issued after the court session. Westinghouse repeated its allegations, and NBC responded that the attack comprised "false and malicious" charges and reflected on the Justice Dept.

In addition to the Philadelphia-Boston stations exchanges and the net-

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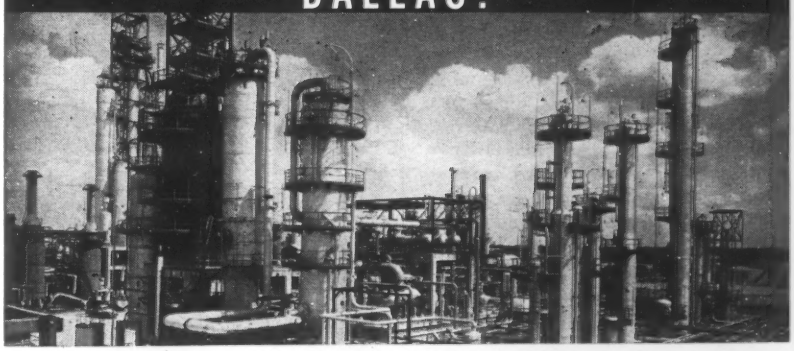

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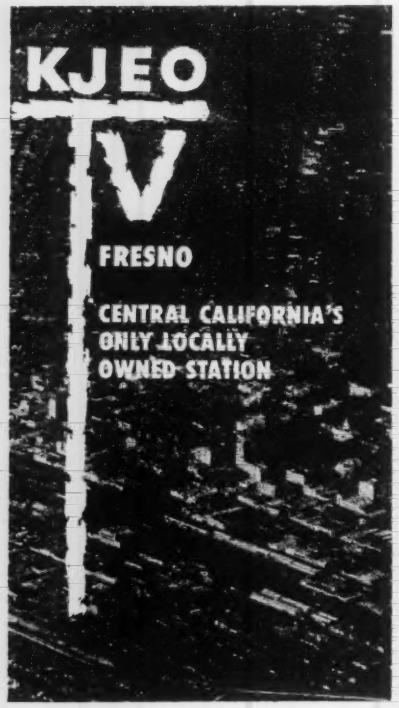

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REP. CELLER
As one chairman to another

work's $7.5 million buy of KTVU, the transactions include RKO General paying $11.5 million for NBC's WRC-AM-FM-TV Washington, D.C., and Crowell-Collier Publishing Co. buying RKO General's WGMS-AM-FM Washington, D.C., for $1.5 million (BROADCASTING, June 6).

Mr. Celler's letter to FCC Chairman Ford recalled that after the 1957 antitrust subcommittee hearings the committee had found that the FCC was "derelict" in approving the NBC-Westinghouse exchanges without a hearing.

NBC and Westinghouse exchanged stations in 1955 with Westinghouse turning over to the network its Philadelphia outlets and being given the NBC stations in Cleveland plus $3 million. This was the genesis of the government antitrust suit, alleging NBC pressured Westinghouse into agreeing to the swap. This suit was concluded last year when NBC signed a consent decree which required among other things that the network dispose of the Philadelphia outlets.

The New Yorker termed the answer he received from the Justice Dept. on its reasons for not opposing the NBC-RKO exchanges—and NBC's purchase of KTVU (TV) San Francisco (BROADCASTING, June 6)—"a matter of profound concern."

'Decree Worthless' ■ "It is now evident," he wrote, "that the consent judgment entered in the NBC-Westinghouse case is worthless for all practical purposes." He said that the basis of the government's case was that NBC conspired to acquire tv stations in five of the eight leading markets. "Acquisition by NBC of tv stations in Boston and San Francisco would mean, in sum, that this object had been achieved," he said.

Referring to the Justice Dept.'s message to him two weeks ago, which explained that although it had found no basis to object, the FCC's attitude might be different, Mr. Celler said:

"In light of the foregoing considerations it would appear imperative that the commission in examining NBC's proposals to acquire stations in Boston and San Francisco first give the most careful weight to the antitrust history of NBC and its parent, RCA, and second, 'administer its regulatory responsibility . . . in the light of the purposes which the Sherman Act was designed to achieve'." The quote was from the Dept. of Justice's letter to Mr. Celler.

Mr. Celler cited the "unusual number" of antitrust complaints and violations in which NBC and RCA had been involved and said there should be a determination of whether or not a violation of law exists.

He asked that the FCC keep the antitrust committee apprised of developments.

Senate group studies Carroll 'ex parte' bill

The Senate Administrative Procedures & Practices Subcommittee last week heard two witnesses testify on a bill (S 2374) introduced last year by its chairman, John A. Carroll (D-Colo.), to prohibit *ex parte* contacts in proceedings by federal regulatory agencies.

Sen. William Proxmire (D-Wis.) was 100% in favor of the bill. Donald C. Beelar, representing the American Bar Assn., said he approved the intent of the bill, but planned to submit amendatory language.

The Carroll bill applies to adjudicatory hearings and prohibits off-the-record contacts by agency members and hearing examiners. They are required to make written communications—and summaries of oral communications—a part of the record, with failure to do so a possible cause for disqualification, censure, suspension or removal from office. Willful violators would be fined $10,000 and sentenced to a year's imprisonment.

It also forbids any person to communicate privately, directly or indirectly, with an agency member or hearing

examiner involved in deciding the case, "with intent to influence" consideration or decision of a proceeding. Willful violators would be subject to a fine of $10,000 and a year's imprisonment, and violation would be considered "good cause" for disqualification of any offending party to a proceeding.

Steel man suggested by Sen. Scott for FCC

A new name was thrown into the speculation over who would be named to fill the FCC vacancy when Sen. Hugh Scott (R-Pa.) announced that he had recommended T. Newell Wood of Wilkes-Barre, Pa., to the President.

Mr. Wood, 50 years old, is president of the Pressed Steel Co. of Wilkes-Barre. He is a former state senator, county commissioner, and served as campaign manager for Sen. Scott and Arthur T. McGonigle, unsuccessful Republican candidate for governor of Pennsylvania, in 1958.

FCC tosses curve on engineering curves

The FCC last week banked heavily on its tv engineering curves and decided to veer off in another direction. It also said that the deadline for comments on these standards, as well as on its proposal to drop-in vhf tv channels at less than present mileage separations would be postponed from June 20 to Sept. 1.

The change took place after a June 3 meeting of an advisory group of communications engineers with FCC Chief Engineer Edward W. Allen Jr.

The revisions of the FCC's proposed engineering curves, issued last month, were understood to range from significant variations to minor revisions which would result in no serious differences—depending on the engineer with whom the changes were discussed.

The technical changes, which will correlate the service field computations for high band vhf with tropospheric curves, should be issued in about two or three weeks, Mr. Allen said.

All other changes in the technical standards, particularly those involving the low-band vhf, remain as issued last May, it was announced.

Opposition to acceptance of the standards as previously issued was led by A. Earl Cullum Jr., Dallas consulting engineer. His point of view was accepted by the Radio Propagation Advisory Committee, which was the group which met.

Awaiting action

It was reported in the June 6 issue of BROADCASTING that the FCC had sent a letter to KTVU (TV) San Francisco questioning the station's "promise vs. performance." Such an inquiry, in connection with KTVU's application for an original license, has been drafted by the commission staff but no action has been taken on its disposition.

The inquiry was on the agenda for the June 1 FCC meeting but was withdrawn at the last minute by Broadcast Bureau Chief Harold Cowgill. The letter still is in the "active file" but whether the official inquiry will be made in any form has not been decided. The letter had been listed in preliminary minutes of the meeting as having been approved, an FCC source reported.

KTVU furnished a composite week of programming after the commission requested the information which normally is required only as a part of the application for license renewal. The San Francisco station has been operating with a construction permit since March 1958 and has never been licensed.

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WHAT RADIO SPENDS ON EQUIPMENT

Collins study predicts annual expenditures of over $17 million

"The expansion plans of broadcasters for the 60's show that the broadcasting industry is optimistic and vigorous," Collins Radio Co., Cedar Rapids, Iowa, states today (Monday) in releasing details of its extensive U. of Illinois survey of radio broadcast technical facilities and station assets throughout the U.S.

The study also shows how much the average station expects to spend for new equipment and furnishings, equipment amortization and replacement practices and trends in leasing of facilities.

"There is every indication to believe fm has actually turned the corner which has been so long predicted," the study also concluded. This is based on plans for fm equipment purchases by existing and new stations in the amount of some $3 million annually for the next several years. One-third of the existing fm stations plan an average equipment purchase of $10,635 each this year, the survey says.

Assets of all radio stations in the U.S. (am and fm, commercial and educational) total approximately $346 million, the study claims. Of this, 43.88% or about $152 million (at current value) is in technical equipment, including transmitters, antennas and phasing equipment, studio and speech equipment, etc. The same equipment, if purchased new today, would cost about $253 million.

Station Investment ■ On a per-station basis, the total investment averages $90,381. Of this, an average of $39,659 is for technical equipment at its current condition and value (this is 60% of estimated replacement cost).

For the immediate future, the replacement market for radio broadcast equipment (excluding studio furniture and equipment) should average about $14.5 million per year, the study finds. This "greatly exceeds the purchases by new stations," Collins notes, which when included swells the total annual outlay to more than $17 million.

In the next 12 months, am stations will spend $3.19 million for replacement transmitters and parts. The average age of am transmitters now in use is 7.7 years, the study shows, with 16.88 years the average life reached before replacement (see table, below). The study indicates fewer used am transmitters will find their way into the market in the immediate future as more stations keep their old transmitters for use as stand-by auxiliaries when they purchase new transmitters.

Of all am stations, an average expenditure of $1,690 per station is anticipated this year for studio sound equipment. Another $746 also is anticipated for studio furniture and fixtures for each station this year. The study says that to this can be added an average of $2,101 for equipment and $1,172 for furniture and fixtures per station for the 200 new stations expected to take the air during the next 12 months. Tv stations anticipate another collective $1.7 million in studio equipment purchases.

Studio Outlays ■ Thus, the study notes, total sales of studio equipment for the radio-tv industry "promises to be approximately $7.25 million for the year" and sales of studio furniture and fixtures for radio just under $3 million.

The Collins study is based on a detailed questionnaire survey of all U.S. am and fm stations. The response was 29.9%. Replies were anonymous. The study was sponsored by Collins but conducted independently by Frank Johnson, member of the U. of Illinois marketing faculty and director of Industrial Marketing Studies, Urbana, Ill. There was no identification of Collins in the survey questionnaires, which were mailed from Urbana.

The survey shows that, based on the average of all radio stations, 30.2% lease all or part of their land, 15.9% lease buildings, 30.4% lease office space, and 8.3% lease vehicles (see table below). The study shows radio stations reported no leasing of technical equipment. The survey indicates that stations of 1 kw or less have a higher frequency of leasing land, buildings and office space than do larger stations. More leasing is done by the newer stations, which have a greater proportion of owned assets in technical equipment and a smaller proportion of assets in buildings and other assets such as good will, franchises and accounts receivable. The survey provides a breakdown of leasing practices by size of station and by size of market (see tables on opposite page) as well as by age of station.

The study notes that the FCC estimates 200 new stations will be added yearly for the next few years, eventually reaching about 5,500 radio stations. The 250-w class of stations show the greatest tendency for replacement of their transmitter, the study states, and depending upon FCC approvals, the most replacements may be 1 kw transmitters even though many of the 250-w stations say they plan to replace their present transmitters. After another four years these replacement sales would increase about 10% each year over the previous year, the study predicts.

50-kw Outlets Well Set ■ About 76% of the 50-kw stations reported they have been on the air 20 years or longer, but over one-half of these reported their transmitter is less than 10 years old. More than one-third said they purchased their transmitters within the last two years.

For all radio stations, the study shows, the anticipated expenditure for replacement of transmitters over the next five years averages $2,630 per station. Those stations located in a market area of under 100,000 population average $1,756 per station; those in areas of 100,000 to 500,000 average $2,771 per station, and those in market areas of a half million or more average $5,248.

Concerning the trend to use old transmitters for auxiliaries, the study estimates that by the end of 1961 there will be 1,256 am stations with stand-by transmitters. This is based on the number of those now having auxiliaries and those who reported they will obtain them during the next two years.

The survey found that the average radio station was forced off the air 5.1 times last year because of technical difficulties other than power failure. Off-

Radio: age & replacement

	Over-all average age in years	Stations planning to replace: Before full depreciation (per cent)	After full depreciation (per cent)
Transmitter	10.5	16.6	83.4
Studio equipment	9.1	23.1	76.9
Studio furniture & fixtures	9.3	21.5	78.5

Leasing status in radio

(Average of all radio stations)

Type of asset	Per cent of stations leasing all or part	Current dollar value of assets	Value as a per cent of total assets
Technical equipment	0.0	39,659	43.9
Land	30.2	7,113	7.9
Buildings	15.9	11,397	12.6
Office space	30.4	5,956	6.6
Vehicles	8.3	3,272	3.6
All other assets		22,993	25.4
Not leasing any assets	54.9		
Total assets		90,390	100.0

Proportion of assets and frequency of leasing

According to station power

Type of asset	Per cent of stations leasing all or part	Current dollar value of assets	Value as a per cent of total assets
UP TO 250 WATTS AM			
Technical equipment	0.0	22,886	37.3
Land	32.9	5,277	8.6
Buildings	19.1	8,651	14.1
Office space	33.3	4,356	7.1
Vehicles	8.0	2,209	3.6
All other assets		17,978	29.3
Not leasing any assets	63.1		
Total assets		61,357	100.0
500 WATTS AM			
Technical equipment	0.0	24,138	43.7
Land	29.7	4,474	8.1
Buildings	18.8	6,739	12.2
Office space	32.8	3,756	6.8
Vehicles	10.9	2,099	3.8
All other assets		13,975	25.3
Not leasing any assets	50.1		
Total assets		55,181	99.9
1,000 WATTS AM			
Technical equipment	0.0	33,088	45.2
Land	37.3	5,344	7.3
Buildings	16.3	9,077	12.4
Office space	32.1	5,271	7.2
Vehicles	7.5	3,075	4.2
All other assets		17,276	23.6
Not leasing any assets	52.4		
Total assets		73,131	99.9
5,000 WATTS AM			
Technical equipment	0.8	70,754	46.1
Land	24.4	13,199	8.6
Buildings	10.6	17,497	11.4
Office space	27.6	9,976	6.5
Vehicles	6.5	5,525	3.6
All other assets		36,681	23.9
Not leasing any assets	53.7		
Total assets		153,632	100.1
10,000 TO 20,000 WATTS AM			
Technical equipment	0.0	100,462	46.0
Land	16.7	15,288	7.0
Buildings	13.9	20,529	9.4
Office space	25.0	10,483	4.8
Vehicles	16.7	4,368	2.0
All other assets		67,266	30.8
Not leasing any assets	58.3		
Total assets		218,396	100.0
50,000 WATTS AM			
Technical equipment	0.0	205,278	32.0
Land	15.8	45,546	7.1
Buildings	13.2	106,488	16.6
Office space	21.1	26,943	4.2
Vehicles	0.0	12,188	1.9
All other assets		245,051	38.2
Not leasing any assets	73.7		
Total assets		641,494	100.0
FM-ONLY AND AM STATIONS NOT SPECIFIED			
Technical equipment	0.0	30,205	60.7
Land	26.2	2,886	5.8
Buildings	21.3	4,528	9.1
Office space	31.1	2,438	4.9
Vehicles	16.4	1,244	2.5
All other assets		8,459	17.0
Not leasing any assets	60.7		
Total assets		49,760	100.0
10,000 OR LESS MARKETS			
Technical equipment	0.0	18,034	46.8
Land	36.3	2,697	7.0
Buildings	23.1	5,241	13.6
Office space	34.1	2,659	6.9
Vehicles	16.5	1,156	3.0
All other assets		8,709	22.6
Not leasing any assets	55.1		
Total assets		38,496	99.9
10,000 TO 24,999 MARKETS			
Technical equipment	0.0	27,581	48.8
Land	36.4	3,617	6.4
Buildings	15.2	7,403	13.1
Office space	29.5	3,391	6.0
Vehicles	4.5	2,204	3.9
All other assets		12,377	21.9
Not leasing any assets	54.5		
Total assets		56,573	100.1
25,000 TO 49,999 MARKETS			
Technical equipment	0.0	24,244	40.7
Land	25.6	4,110	6.9
Buildings	15.5	7,267	12.2
Office space	27.1	4,527	7.6
Vehicles	9.3	2,323	3.9
All other assets		17,155	28.8
Not leasing any assets	62.8		
Total assets		59,626	100.1
50,000 TO 99,999 MARKETS			
Technical equipment	0.0	30,509	43.0
Land	30.8	5,605	7.9
Buildings	13.8	7,521	10.6
Office space	28.5	4,683	6.6
Vehicles	5.4	2,696	3.8
All other assets		19,866	28.0
Not leasing any assets	40.0		
Total assets		70,880	99.9
100,000 to 249,999 MARKETS			
Technical equipment	0.0	40,089	44.3
Land	26.2	7,872	8.7
Buildings	14.8	11,672	12.9
Office space	33.6	5,610	6.2
Vehicles	9.0	2,715	3.0
All other assets		22,440	24.8
Not leasing any assets	50.8		
Total assets		90,398	99.9
250,000 TO 499,999 MARKETS			
Technical equipment	0.0	55,652	42.0
Land	35.2	9,006	6.8
Buildings	14.1	17,085	12.9
Office space	32.4	8,609	6.5
Vehicles	2.8	4,900	3.7
All other assets		37,216	28.1
Not leasing any assets	53.5		
Total assets		132,468	100.0
500,000 TO 999,999 MARKETS			
Technical equipment	1.9	54,902	47.4
Land	25.0	10,772	9.3
Buildings	15.4	14,594	12.6
Office space	25.0	8,455	7.3
Vehicles	11.5	3,822	3.3
All other assets		23,281	20.1
Not leasing any assets	59.6		
Total assets		115,826	100.0
1,000,000 AND OVER MARKETS			
Technical equipment	0.0	99,803	39.3
Land	16.9	23,395	10.0
Buildings	11.3	27,427	10.8
Office space	26.8	12,952	5.1
Vehicles	8.5	7,111	2.8
All other assets		81,519	32.1
Not leasing any assets	62.0		
Total assets		252,207	100.1

time averaged 3 hours 48 minutes each time.

Off-Air Records ■ Of 1,024 stations surveyed, 886 or 86.5% said they were forced off the air 0 to 9 times last year; 79 (7.7%) reported 10 to 19 times; 28 (2.7%) 20 to 29 times; 5 (0.5%) 30 to 39 times; 8 (0.8%) 40 times or more; 18 did not answer. The length of off-air time ranged as follows: 431 (42.1%) reported up to 59 minutes; 357 (34.9%) 1 hour but less than 4 hours; 133 (13%) 4 to 7 hours; 48 (4.7%) 8 to 24 hours; 21 (2.1%) over 24 hours; 34 no answer. Those that have been off the air 10 or more times during the past year intend to spend an average of $2,467 during the next year on their am transmitter, the survey finds. (Average for all stations in next year is $886 per station.)

Existing stations plan a total expenditure of about $1.65 million on directional antenna equipment during the next year, the study finds. Fulltime stations in the smaller communities (under 100,000 population) show the greatest tendency toward purchase of such equipment in conjunction with power increases.

The 1,024 stations responding reported they depreciate their studio equipment over an average span of 9.12 years, but 76.9% said any actual replacement of studio equipment is not likely to occur until after full financial depreciation. The average span of depreciation for furniture and fixtures was 9.34 years, with 78.5% of the stations not planning to replace until after full financial depreciation.

The study finds that within the year, 60.5% of the stations intend to make expenditures for studio equipment. This averages $2,794 per station expending, or $1,690 for all am stations, including those who do not plan to spend anything. Those planning to buy new furniture and fixtures will spend an average of $1,954 per station, or an average of $746 for all am stations.

Fm 'Snowball' ■ Concerning the brighter picture for fm, the study notes that, after a 10-year downtrend, the manufacture of fm receivers turned up in 1958 and with this growth more new stations are being encouraged, and *vice versa*. "The growth of this phase of broadcasting could snowball," the study concludes.

With 675 fm stations now on the air, the study states, additions and replacements will average about $2.335 million during the next 12 months and $1.88 million during each of the next five years. Those stations not now in fm but who expect to add it intend spending an average of $13,468 for fm equipment, it adds.

Like broadcasting, Collins too has experienced extensive growth through the years. Incorporated in 1933 by Arthur A. Collins in Cedar Rapids, with eight employes to make a single product for radio amateurs, the firm now is a multi-million dollar, multi-plant operation employing 12,900 and producing electronic gear for all fields.

New Sylvania division handles special tubes

Increased research, development and manufacturing activities in the field of microwave and industrial tubes and components are planned in the Special Tube Operations of Sylvania Electric Products Inc., which has become part of Sylvania Electronic Tubes, a major division of the company. Special Tube Operations was previously a unit of Sylvania Electric Systems and has a manufacturing plant at Williamsport, Pa., in addition to headquarters and labs at Mountain View, Calif.

According to Robert E. Lewis, Sylvania president, the market for special tubes is expected to increase from the present annual rate of $180 million to $400 million by the end of 1965 and it is Sylvania's "primary goal to become one of the most important factors in this market."

Under the new organization, W. Herbert Lamb, vice president of Picture Tube Operations, will have over-all responsibility for Special Tube Operations. Meyer Leifer will continue as general manager. Gordon L. Fullerton, previously general manufacturing manager, Picture Tube Operations, was named general manager of that operation with headquarters in Seneca Falls, N.Y.

Jerrold's profits double over last year

Jerrold Electronics Corp., Philadelphia manufacturer specializing in catv equipment, has reported $8,416,750 operating revenues from sales and services for the fiscal year ended Feb. 29. This is a 10% increase over $7,658,371 in revenues for the 1958 fiscal year, the company reported.

Net income after taxes amounted to $810,251 (67¢ per share) compared to 1958 net income of $397,656 (36¢ per share). The 1959 income included a non-recurring item of $283,656 which represents the profit from the sale of the Key West, Fla., community antenna system.

Milton J. Shapp, Jerrold president, also reported that the company's nine catv systems served a total of 32,000 subscribers as of the end of the fiscal year. This represents an increase of more than 2,500 customers compared to a year ago.

Jerrold is now controlled by Carl M. Loeb, Rhoades & Co. and Jack D. Wrather, both of whom bought 544,000 shares of Mr. Shapp's 644,025 stockholdings. There are 1.3 million shares of Jerrold outstanding.

Ampex Corp. sued for patent infringement

The SoundScriber Corp., North Haven, Conn., filed a $3.5 million patent infringement suit in U. S. District Court in Newark, N. J., last week against the Ampex Corp., Redwood City, Calif.; Ampex Export Sales Co., and NTA Television Broadcasting Corp., Newark.

The suit was based on alleged infringement of five SoundScriber patents for transverse recording on magnetic tape. In particular, SoundScriber complained that Ampex' tape recorder for tv employed recording principles covered by SoundScriber patents. The suit asked for a final injunction against the defendants.

Counsel for SoundScriber said that NTA Television Broadcasting Corp., licensee of WNTA-TV Newark-New York, was included in the suit because it is "one of many users of Ampex tape equipment and is located in Newark where the action has been initiated."

■ Technical topics

Voltmeter ■ Kay Electric Co. has introduced a highly-accurate, low level, high frequency RF microlter which measures voltage from 250 microvolts to 1 volt. Featuring improved stability over the entire frequency range, it provides direct readings within 1% accuracy on a large full-scale 6-inch mirror-back meter—with no tuning. Maximum output voltages of video amplifier is 0.5 volts at 75 ohms with an amplifier gain of 45 decibels. For specifications and price write Kay Electric Co., Dept. BT, Maple Ave., Pinebrook, N.J.

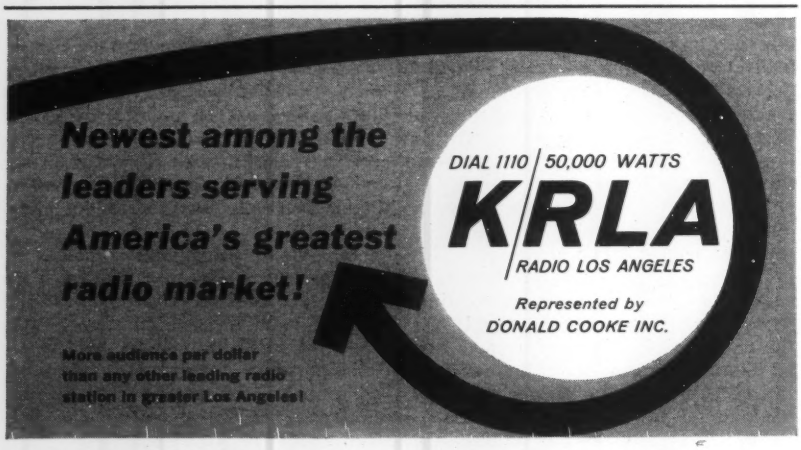
Mike catalog ■ The Astatic Corp., Conneaut, Ohio, has published a comprehensive 12-page catalog covering its microphone line. The catalog number is M1O. It includes specifications, applications, prices, charts showing typical response-frequency characteristics of the microphones as well as the complete line of accessories.

No price cuts in view for tint tv receivers

Color tv prices aren't apt to come down on 1961 lines unveiled by two major electronics manufacturers—they will remain right where they are on new models. That seems assured in view of announcements by RCA last week and Admiral Corp. today (Monday), each of which has turned out 13 basic models in next year's lines. RCA stood fast last Monday, announcing a price range of $495-$1,400 for color. Suggested list prices on Admiral sets range from a minimum $595 to $895. Ross D. Siragusa Jr., vice president of Admiral sales corp's electronics division, reports that his company's color sales in 1959 exceeded the combined volume of tint tv for the four previous years. He also predicts 1960 sales will double the unit movement of last year "largely as the result of steadily increasing telecasting of color programs." Admiral re-entered the color manufacturing field late last Summer.

Meanwhile, the status of Hitachi Ltd's potential imports of color sets into the U.S. remained undetermined last week. Sampson Co., Chicago-based distributor, reported no substantial progress in negotiations with midwest firms for the manufacture of cabinets to house the chassis for the 21-inch "high fidelity" units. Until Sampson does, the Japanese-made receivers are not likely to penetrate the U.S. before the set target date of mid-fall—for pre-Christmas seasonal market.

The set was initially demonstrated in the U.S. at the Electronic Parts Distributors Show in Chicago last month, promising good quality and compatibility with U.S. color tv transmission standards but essaying no price because of import, transportation and other cost factors (CLOSED CIRCUIT, May 23).


Newest among the leaders serving America's greatest radio market!
More audience per dollar than any other leading radio station in greater Los Angeles!
DIAL 1110 / 50,000 WATTS
K/RLA
RADIO LOS ANGELES
Represented by
DONALD COOKE INC.

FATES & FORTUNES

Broadcast Advertising

Milton H. Raymond, vp of Cohen, Dowd & Aleshire, N.Y., joins Grant Adv., that city, as vp and account group supervisor. **George Kern,** formerly of McCann-Erickson, N.Y., appointed media director of Grant. Mr. Kern previously was with Benton & Bowles, and Lennen & Newell, N.Y., as associate media director. **John Sutton,** formerly assistant account executive at Young & Rubicam, N.Y., joins Grant Adv. on Delka Research Corp. account.

MR. KERN

Roger N. Peterson, account group head at J.M. Mathes Inc., N.Y., elected vp.

Allan Kaufman, formerly with Doyle Dane Bernbach, N.Y., joins North Adv., that city, as creative director.

Herbert D. Maneloveg, media director at BBDO, N.Y., and **Donald J. Dolen,** copy chief, Detroit office, elected vps. Mr. Maneloveg, who joined agency in 1954 as media supervisor, was associate media director until his promotion last month (WEEK's HEADLINERS, May 9). Mr. Dolen, who also joined BBDO in 1954, was copy chief for Valiant before becoming Detroit office copy chief.

MR. MANELOVEG

MR. DOLEN

Emil Bertolino, associate media director at Lennen & Newell, N.Y., named member of department planning group. **Paul Zappert,** print buyer (L&N), named assistant media director, along with **William Chrisman,** formerly of Leo Burnett, Chicago and **Clark Ford,** J. Walter Thompson, N.Y.

William A.O. Gross and **William E. Hatch,** senior vps of Ted Bates, N.Y., elected to board of directors. Mr. Gross, account group head, joined agency in 1945. Mr. Hatch, with company since 1954, was elected treasurer last year, and continues current responsibilities.

MR. GROSS

MR. HATCH

Leonard S. Matthews, vp of Leo Burnett Co., Chicago, reappointed chairman of broadcast media committee of American Assn. of Advertising Agencies. **Ruth Jones** of J. Walter Thompson, N.Y., named vice chairman. Other reappointments: **Peter Langhoff,** research vp of Y&R, N.Y., chairman of research committee, and **G. Maxwell Ule,** senior vp of Kenyon & Eckhardt, N.Y., vice chairman. **David Miller,** Y&R vp-general counsel, N.Y., chairman of tv-radio administration committee; **Hildred Sanders** vp of Honig-Cooper & Harrington, L.A., vice chairman.

John T. Lorick Jr., director of advertising and promotion at Congoleum Nairn Inc., joins Benton & Bowles, N.Y., as account executive.

Charles E. Loizeaux, formerly account executive at McCann-Erickson, N.Y., joins Compton Adv., that city, on Mobil Oil account.

Eugene Woolley, William B. Cash and **Lowry H. Crites** named vps of General Mills Co. Mr. Wooley is general manager of Feed Div., Mr. Cash, director of marketing (flour and mix

Western States ad group elects

Carl Falkenhainer, Carl Falkenhainer Adv., elected president of Western States Advertising Agencies Assn. Also elected for coming year: **Bill Boylhart,** Boylhart Lovett & Dean, first vp; **Earl Culp,** Earl Culp Adv., second vp; and **Don Jenner,** Don Jenner Adv., secretary-treasurer. Outgoing President **Rod Mays,** Mays & Co., will serve as chairman of board during ensuing year.

New directors of association: **Ralf Spangler,** General Adv., and **Jack Packard,** Jack Packard Adv. Other members of board of directors who continue in office: **Jim Dean,** Boylhart Lovett & Dean, and **Jack Johnstone,** Guerin, Johnstone & Jeffries, who served past two years as first vp.

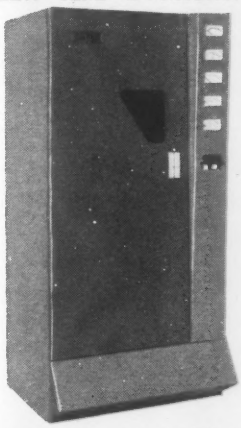
KANSAS CITY'S "LISTENER ACTIVE" STATION KUDL

Irv Schwartz
V.P. & Gen. Mgr.

Adam Young, Inc.
Nat'l Rep.

GATES BC-1T

The Recognized Leader in 1 KW AM Transmitters



★ A NEW SOUND—true high fidelity ★ COMPLETE WITH DUMMY ANTENNA—an engineer's dream ★ LONG TUBE LIFE—proven 833A's add thousands of hours ★ ACCEPTANCE—largest selling 1 KW manufactured today ★ SPECIAL MODEL FOR CLASS IV STATIONS—flip the switch for change in power ★ IN STOCK FOR PROMPT DELIVERY—factory tested to your frequency

HARRIS INTERTYPE CORPORATION

GATES RADIO COMPANY
Subsidiary of
Harris-Intertype Corporation
QUINCY, ILLINOIS

products) and Mr. Crites, director of marketing (cereals, pet foods and household products).

Sherman E. Rogers, creative director in Chicago office of Cunningham & Walsh, promoted to vp. Before joining C&W, he had been vp and creative director at Anderson & Cairns, N.Y.

Joseph Chira named advertising director of Lanolin Plus Inc. He formerly was with Kenyon & Eckhardt, N.Y., on Max Factor account.

Len Levy, North Adv. Inc., elected president of Agency Broadcast Producers Workshop of Chicago, succeeding **Lee Random,** Henri, Hurst & McDonald, named to board of directors. Other officers: **Lincoln Scheurle,** J. Walter Thompson Co., vp; **Bill Fisher,** HH&M, secretary, and **Jack Leonard,** George H. Hartman Co., treasurer.

Milton Werner, copywriter at Geyer, Morey, Madden & Ballard, N.Y., joins Smith, Hagel & Knudsen Inc., that city, in similar capacity.

Marvin L. Ziskin joins Allenger Adv., Brookline, Mass., as member of creative department.

Leonard R. Rutstein, formerly advertising manager for Philco Distributers Inc., Long Island City, N.Y., to Capehart Corp., as advertising director.

William F. Roach, formerly market research manager, appointed associate research director at Erwin Wasey, Ruthrauff & Ryan, Chicago. He will direct all department operations in addition to his other duties.

The Media

Frank T. Tirico, formerly general manager of KXEL Waterloo, Iowa, appointed executive vp of Cy Bahakel Enterprises (KXEL Waterloo, WABG-AM-TV Greenwood, Miss., WLBJ Bowling Green, Ky., WWOD-AM-FM Lynchburg, Va., WKOZ Kosciusko, Miss., WRIS Roanoke, Va., WKIN Kingsport, Tenn., and an electronics firm).

James L. Howe, WIRA Ft. Pierce, Fla., elected to board of directors of Community Broadcasters Assn., succeeding **Frank R. Smith,** WBVP Beaver Falls, Pa.

Hy M. Steed, formerly manager of WLAV, Grand Rapids, appointed general manager of WGHN Grand Haven, both Michigan, succeeding **Bob Kirby** who joins WTCN-AM-TV Minneapolis. **Gordon B. Huizenga** joins WGHN as sales manager.

Jack Shapiro, formerly southern California manager for Forjoe, radio-tv rep firm, appointed vp and director of southern California sales for B-N-B Time Sales, San Francisco.

William Cornell, formerly continuity director of KSBW-TV Salinas, Calif., appointed general manager of KSBW-FM, that city.

Robert Hayward, formerly chief engineer of WSFA-TV Montgomery, Ala., to WKY-TV Oklahoma City in similar capacity.

John P. Sweeney joins KAAA Kingman, Ariz., as chief engineer.

MR. ALBRIGHT

David W. Albright formerly commercial manager of KPIG Cedar Rapids, Iowa, appointed vp and general manager of WTRL Bradenton, Fla. Station is owned by Fletcher-Mitchell Corp.

Toby David appointed executive director of public affairs for CKLW Detroit-Windsor, Ont. He will develop and coordinate station's many public affairs and activities on executive level and will report to J.E. (Ted) Campeau, president and general manager.

Pede Worth, program director of KCBS San Francisco, appointed manager of sales projects.

Robert M. Fowler appointed national sales representative of WTVT (TV) Tampa, Fla., succeeding **Donald P. Menard** who becomes partner in Dawson, Tully & Menard, advertising agency, that city.

Chet Collier, executive producer for Westinghouse Broadcasting Co., appointed program manager of KYW-TV Cleveland, effective June 27.

Author again

Sterling C. (Red) Quinlan, ABC vp in charge of WBKB (TV) Chicago, has turned author again. His new book, *Jugger,* published by McDowell, Obolensky Inc., New York, hit the bookstalls June 21. It deals with independent personality in small upstate New York resort town who lives by applejack and commands respect of local citizenry. Mr. Quinlan's first novel, *The Merger,* published in October 1958, dealt with corporate complexities and maneuvers of radio-tv industry (BROADCASTING, Oct. 13, 1958).

HAMILTON-LANDIS & ASSOCIATES, Inc.

BROKERS • RADIO AND TELEVISION STATIONS • NEWSPAPERS

GREAT PLAINS STATE

Fulltimer in relatively large market available for $132,000.00. Station grosses slightly over $100,000.00 with low budget. Terms available. **$132,000.**

WISCONSIN DAYTIMER

Available for $90,000.00. This has good frequency and power, but requires an owner-manager. Terms can be negotiated. Seller wants fast sale. **$90,000.**

CENTRAL MIDWESTERN

Daytimer station with all brand new equipment. Owners want $115,000.00 all cash and might take a little less. **$115,000.**

MUZAK DISTRIBUTION FOR SALE

Northeastern States, fully equipped, staffed with very competent personnel, sales volume and profits at all time high. Hundreds of long-term contracts. $200,000.00 cash required. A gold mine!

MIDWEST DAYTIME REGIONAL

Profitable daytimer in one of the top twenty markets. Unlimited potential. Excellent frequency with 1000 watts power. Priced to sell at $450,000.00. 29% down and seven year payout. **$450,000.**

WEST COAST

Fulltime radio station in one of fastest growing areas in U.S. Good ownership income on annual gross in excess of $300,000.00. Sale of stock includes good real estate plus cash and receivables.

WASHINGTON, D.C.	CHICAGO	DALLAS	SAN FRANCISCO
Ray V. Hamilton	Richard A. Shaheen	DeWitt 'Judge' Landis	John F. Hardesty
John D. Stebbins	1714 Tribune Tower	1511 Bryan Street	111 Sutter Street
1737 DeSales St. N.W.	DElaware 7-2754	Riverside 8-1175	EXbrook 2-5671
EXecutive 3-3456			

NATIONWIDE • NEGOTIATIONS • FINANCING • APPRAISALS

Richards named

Robert K. Richards, president of Richards Assoc., pr firm, elected president of Broadcasters Club of Washington, D.C., succeeding **Joseph E. Baudino,** vp of Westinghouse Broadcasting Co., named board chairman. Mr. Richards was first vp. Other officers: **Carleton Smith,** staff vp for RCA, first vp; **Ben Strouse,** president of WWDC, second vp; **Lester W. Lindow,** executive director of Assn. of Maximum Service Telecasters, secretary. **Fred Houwink,** general manager of WMAL-AM-FM-TV, elected treasurer, succeeding **James D. Secrest,** vp of Electronic Industries Assn., who resigned. **John S. Hayes,** vp of WTOP-AM-FM-TV, elected to board, filling vacancy created by death of **Harold Fellows,** president of NAB and board chairman of Broadcasters Club. All will serve two-year terms.

Walter Spear appointed sales manager of KRML Carmel, Calif. He formerly was account executive and sales representative for WCSH-AM-TV Portland, Me.

Joseph R. Cox, WCBS New York account executive, joins ABC-TV as regional manager.

Fran Haughn, business coordinator of KNXT (TV) Los Angeles, named sales administrator. **Lou Sweeney,** national sales representative, promoted to account executive, with **Gordon French,** sales service manager succeeding him and **Bob Cochrane,** formerly merchandising manager of KCBS San Francisco, joining KNXT as sales service manager. **Jack Van Volkenberg Jr.,** assistant traffic manager, named sales traffic manager.

Len Weinles, executive producer at WNBC New York, named producer-director at WNBC-TV.

Lloyd Heaney of Blair Television Assoc., Chicago, transfers to New York sales department.

Kermit Kahn, formerly advertising director of National Telefilm Assoc. and NTA Film Network, joins WNTA-TV New York as director of advertising and sales promotion.

Ben Greer joins sales staff of WFBC-TV Greenville, S.C. He formerly was account executive at WRDW Augusta, Ga.

Dick Mattson named sales service coordinator at KABC Los Angeles, succeeding **Mrs. Pat Oliphant** who resigned.

Douglas Lutz, NBC-TV unit manager, named manager, nighttime program operations. **Peter M. Affe,** manager of facilities planning and utilization, becomes manager, daytime programs. Mr. Lutz, who joined NBC in November, 1951, worked on *The Dinah Shore Show, The Bell Telephone Hour,* and telecast of 1956 Democratic convention. Mr. Affe previously was director of operations, WRCA-AM-FM-TV New York.

MR. LUTZ

MR. AFFE

Robert Butler joins sales department of KYW Cleveland.

George C. Gilbert, formerly with Suburban Broadcasting Co., Chicago, joins Radio-TV Representatives, that city, as sales executive.

William E. Nichols, formerly with ABC Films, joins KFRC San Francisco as member of sales staff.

Jacqueline B. Kunz, formerly at BBDO Minneapolis, appointed promotion director at WAKR-AM-TV-FM Akron, Ohio.

Fred J. Archer, production manager of KPOA Honolulu, promoted to program director. He previously was with WMEX Boston.

Richard F. Faulkner, formerly sales manager of WMAQ Chicago, joins Mutual Broadcasting System, Central Div. as account executive.

Harry J. Diettinger joins KQV Pittsburgh as account executive.

David Grimm, formerly with Edward Petry Co., N.Y., and **Herb Granath,** NBC, join ABC Radio as account executives.

Les Dana promoted from newsman-newscaster to program director at WWTV-TV Cadillac, Mich.

Stewart R. Klein, news reporter for WCAU Philadelphia, promoted to news director.

Don McKellar, formerly with news staff at WCIA (TV) Champaign, Ill., appointed news director at WKID Champaign-Urbana. **Tom Bash** joins

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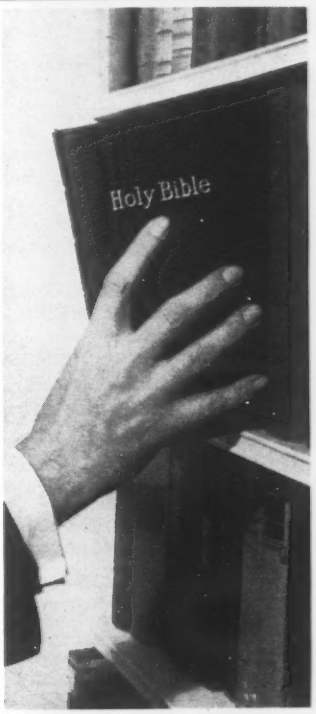

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A gentleman of the press

A rare example of inter-media understanding has occurred in the *Houston Post*. The newspaper, which owns the NBC-affiliated KPRC-TV Houston, ran an editorial complimenting CBS commentator Douglas Edwards for a talk he made at a dedication ceremony of a rival station, the CBS-affiliated KHOU-TV.

The *Post* spoke of the "magnificent new facilities of KHOU-TV" and said that Mr. Edwards "did a fine job of putting into perspective the role of television news reporting in contrast to that of newspapers." The paper went on to state its own appraisal of the journalistic operations of tv and the press.

"Although television journalism has served as a spur to better handling of news by newspapers," the *Post* said, "the two differ in their functions. Television in many cases is able to take the viewer to the scene as news occurs. Newspapers provide a record of the event and, to an increasing extent, an interpretation of its meaning. And, of course, newspapers cover a much wider range of events than television could hope to. Newspapers and television, in short, complement each other."

Mr. Edwards' appearance in Houston was one feature of a mammoth promotion staged by KHOU-TV.

sales staff of WKID.

Alan Bryan, formerly news director-air personality at KCCO Lawton, Okla., to WKLO Louisville, Ky., as news editor. **Chuck Irvin** joins WKLO as production supervisor.

Howard Shuman, news reporter for KOMO-TV Seattle, Wash., promoted to associate news editor. **Hugh McIntosh** named to new news staff. Mr. Shuman succeeds **Keith Jackson,** appointed sports and special events director.

Gene Strul, news director of WCKT (TV) Miami, elected president of Associated Press Broadcasters of Florida.

Hayes B. Jacobs, formerly press information manager at Remington Rand Div., Sperry Rand Corp., joins CBS-TV as publications manager, special projects, information services.

W. Henry Johnston, formerly pr director, Harvard Athletic Assoc., joins National Educational Television & Radio Center as development officer.

Programming

Maurice Morton, business affairs executive at 20th Century-Fox Tv, elected vp. Before joining Fox, he was vp of McCadden Productions.

MR. REAGAN

Actor **Ronald Reagan,** president of Screen Actors Guild, resigns to become producer. He will be partner in Revue Productions in joint operation that will produce filmed programs for *G.E. Theatre* series which he hosts.

Norman Felton, formerly director of programs for CBS-TV, west coast, joins MGM-TV as director of programs.

Russ Hodges, voice of San Francisco Giants and sportscaster for more than 30 years, and **Bob Blum,** sportscaster and in radio-tv sales for more than 20 years, form Hodges-Blum Productions, San Francisco. New firm will offer top talent, sales, production and engineering on package basis for radio, tv or film sports. Location is 2525 Van Ness Ave., San Francisco. Phone: Graystone 4-1042.

Gene McCabe named vp of Bill Burrud Productions, Hollywood. He currently is working on *Man Alone*, firm's first dramatic program.

Marshall Jamison appointed executive producer in charge of programs for Theatre Network Television Inc.

Charles Russell, formerly producer of *The Untouchables*, joins 20th Century-Fox TV as producer of *Silent Investigators*, new series based on criminal investigations of U.S. Post Office.

Mel Epstein, motion picture-tv producer, signed by MGM-TV as assoc. producer of *The Islanders*, debuting on ABC-TV this fall.

Al Zimmerman, formerly on sales staff of WHB Kansas City, joins Radio Press International sales staff, middle central U.S.

Marshall Flaum, story editor of CBS-TV documentary, *The Twentieth Century*, named assistant to producer Burton Benjamin.

George B. Brown promoted from staff to bureau manager for United Press International, Des Moines, Iowa, succeeding **A. Edward Heins,** resigned. **Milton Carr,** reporter and news manager for UPI in Latin America, appointed UPI business representative for Georgia and South Carolina.

James Stern, account executive with United Artists Assoc., Chicago, transfers to UAA N.Y. office.

Bill Steinmetz joins Cleary-Strauss & Irwin, Los Angeles pr and publicity agency, as account executive on *GE Theater*.

Equipment & Eng'ring

Tore N. Anderson, assistant to president of FXR Inc., Woodside, N.Y., manufacturer of microwave and other electronic equipment, appointed executive vp and general manager.

James H. Hanley, formerly assistant to president of Pathe Labs, joins Consolidated Film Industries as special assistant to general manager.

D.F. Ore appointed northeast regional sales manager for CBS Electronics Div. of CBS Inc. He formerly was sales representative for semiconductors in New England area.

Donald S. Elkort joins Narda Microwave Corp., Mineola, L.I., N.Y., as microwave engineer. He formerly was assistant project engineer with micro-

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wave electronics division of Sperry Gyroscope Co.

Ray M. Flanders, formerly manager of industrial engineering at Dage Tv Div., Thompson Ramo Woolridge Inc., Michigan City, Ind., appointed assistant to president of Magnetic Recording Industries, N.Y.

B.M. Grimes, Washington district supervisor for American Cable & Radio Corp., N.Y., promoted to assistant vp.

William D. Hogan named manager of field engineering for Semiconductor Div. of Sylvania Electric Products, N.Y. He had been section head of field engineering.

Joseph H. Kerner, formerly sales manager of Blonder-Tongue Labs, appointed general sales manager of Spirling Products Co. and Spico Electronics (tv antennas), Hicksville, N.Y.

Allied Fields

MR. MORIN

Charles E. Morin, formerly with CBS, San Francisco and New York, and General Teleradio, appointed associate in San Francisco office of Paul H. Chapman Co., media brokers.

Edward T. Burns, formerly senior attorney at NBC, resigns to enter private practice, specializing in tv and related activities. For five years he represented NBC in negotiation of talent, package and sponsorship agreements. His office will be at 745 Fifth Ave., New York. Telephone: Murray Hill 8-3065.

International

Murray L. Goldsborough appointed general manager of CKCW-TV Moncton, N.B. He formerly was assistant general manager of CKCW and before that assistant general manager of WHVR Hanover, Pa.

J.D. Nixon, program director of English tv network of Canadian Broadcasting Corp., Toronto, appointed director of programming. He succeeds **E.S. Hallman,** recently appointed vp of programming at Ottawa headquarters of CBC. **Michael Sadlier,** supervising producer of tv drama of CBC, named program director of CBC English tv network.

William Drylie, formerly newscaster of CHUM Toronto, promoted to news director, succeeding **Harve Kirck,** named public affairs director.

MR. MCLAUGHLIN

David G. McLaughlin, formerly of All-Canada Radio and Tv Ltd., joins Warner Bros. Pictures Distributing Co. Ltd., Toronto, as sales manager for Canadian Tv. Mr. McLaughlin will be in charge of Canadian network and syndicate marketing of all current Warner Bros. filmed tv programs.

Bill Brennan, formerly president of CKPT Peterborough, Ont., appointed national sales representative of CFRB Toronto.

Deaths

Walter F. Silbersack, 58, president and director of American Home Products Corp., N.Y., died June 6. He joined A.S. Boyle Co., N.Y., rose to general managership in 1925. After American Home Products absorbed his firm, Mr. Silbersack was elected director of AHP (1935); executive vp (1943); president (1945).

Seymour Krieger, 47, Washington communications lawyer, was killed June 5 under the wheels of train leaving Union Station, Washington. He was partner of law firm of Krieger & Jorgensen, and had been employed by Dept. of Justice and FCC. After World War II, he served as aide to Supreme Court Justice Robert H. Jackson, chief prosecutor in the Nuremberg war crimes trials. He established his own practice in 1942. He was named general counsel of Greater Washington Educational Television Assn. and was member of group's board of trustees.

Charles R. DeJan, 42, engineer in charge of operations and video tape recording at WBKB (TV) Chicago, died June 1. Prior to joining station, he was with NBC for 12 years.

W. Getz Crenshaw, 54, account executive with WDIA Memphis, Tenn., died June 2.

Bruce O. Caldwell, 29, staff meteorologist for KOMO-TV Seattle, Wash., died in plane crash May 31. He was piloting private plane on vacation when mishap occurred near Elk River, Idaho.

Henry Walden, 53, formerly WNEW New York personality, died June 1. Mr. Walden had been with Little Theatre activities in Miami for past three years.

Howard G. Milsom, 53, former actor and director of CHCH-TV Hamilton, Ont., and CBC Toronto, died June 1. He founded Central Casting Corp.

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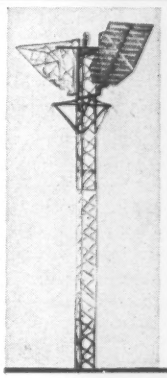

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A lot of talking

San Francisco radio stations talk to 89.7% of all homes with radio in a week's time. "And we talk to them almost 17 hours a week, occupying better than 10% of their time," a presentation of the 13 radio sations comprising the San Francisco Radio Assn. claims. This month, the presentation is being given in the East, Midwest and West.

After depicting the growth of the San Francisco market and its present dimensions, the presentation concludes with a media comparison and decries tv as having "lower viewing in Northern California than anywhere else—and you can't even get an adjacency around the top ten" and newspapers as "falling far short of full coverage." An advertiser with a $9,000 budget can buy "21 spots on each of our 13 stations. . . . [and] get over 11 million impressions and the cost per thousand would be 81 cents, compared with $12.83 for newspapers and $1.25 for television."

Bill Shaw, KSFO, introduced the presentation, "The Market With the Golden Gait," before the San Francisco Ad Club. Homer Odom, KABL; Milt Klein, KEWB; Bill Nichols, KFRC; and Maurie Webster, KCBS, jointly made the oral presentation which accompanied the colored slides. Members of SFRA are: KABL, KCBS, KDIA, KEWB, KFAX, KFRC, KGO, KNBC, KOBY, KRE, KSAN, KSFO and KYA.

Fm—fine martinis and fine music

When WFMM (FM) Baltimore was ready to go on the air, it faced the problem of announcing itself to advertisers and their agencies. Mailing an announcement was rejected because of the high mortality rate of such mail. A premium, it was decided, wouldn't tell the station's complete story. And a cocktail party would attract only a limited number who would be in no mood to listen to a sales pitch, the station figured.

The solution was a combination of all three. A package was sent to admen containing two miniature ready-mixed martinis and two cocktail glasses with the station's call letters. With the potables was an invitation for cocktails. It urged the recipient to take the package home, ice up the cocktails and tune in WFMM to enjoy the drinks and an evening of fine music.

The station reports gratifying results and more orders coming in than had been anticipated. An added benefit was that the 75 cents per person it cost was less than the probable expense of a regular cocktail party. The promotion was conceived and handled by WFMM's agency, Clifton D. Carr & Co., Baltimore.

Snow fooling ■ Baltimore agency people couldn't believe the calendar when they attended WBAL-TV's agency breakfast to kick off the summer season. With the theme being "the coolest shows this side of winter," the station had specially imported arctic animals (left and right above), gusts of cold air and Eskimos galore. As part of the new "cool" setup for advertisers, WBAL-TV offered a new package that makes it possible even for small advertisers to obtain one-minute prime nighttime participation combined with peak daytime periods and to earn a discount for as few as two announcements per week. Chortling over the promotional material are Harry Haslett, account executive; Bud Freiert, assistant station manager and director of tv sales; Bert O. Gunts, vice president and general manager; Dick Gochnauer; Gene McCurdy, manager of tv sales; Pete Stewart, account executive and Jerry Klasman, account executive, all of WBAL-TV.

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A 'wrong turn'

Following a three-week teaser campaign promoting the move of disc jockey Dick Reynolds from KYW Cleveland to WIP Philadelphia, the record spinner failed to appear on the appointed date. The station then launched a widely broadcast "search" with a plane manned by WIP's program director spotting a giant moving

van with a sign reading "We're moving Dick Reynolds to WIP/610 Color Radio," just outside Harrisburg, Pa. The van spent two days "lost" in the Philadelphia area; dozens of listeners called the station reporting its whereabouts and air personalities relayed the information to the audience. Mr. Reynolds turned up nine days late and began his initial program with the comment "I must have taken a wrong turn somewhere."

Active participation

Each man a chamber of commerce—that was the aim of a promotion conducted by KDAL Duluth, Minn. In addition to a series of spot announcements urging listeners to write friends and relatives in other parts of the country, urging them to visit and take their vacations in the Duluth Arrowhead region, the station sent them the persuaders to forward in the form of travel brochures and maps.

The requests for the travel information poured in at a surprising rate, the station reports. The Minnesota Arrowhead Assn. wrote a Duluth newspaper commending KDAL on its efforts, pointing out the extent to which tourists aided the local economy. The *Duluth News-Tribune,* which owns a rival station, devoted an editorial to praising KDAL's promotion. It said: "This approach makes the citizen of this region an active participant."

■ Drumbeats

Vick's victor ■ For its merchandising of spot television advertising of Vick Chemical Co. products in a recent national contest in which 190 tv stations were eligible to participate, KTTV (TV) Los Angeles received the first prize plaque. Runners-up in the contest: KFJZ-TV Fort Worth; KSL-TV Salt Lake City; KSTP-TV Minneapolis-St. Paul; WAVY-TV Norfolk; WCCO-TV Minneapolis; WHEN-TV Syracuse; WNAC-TV Boston; WRCA-TV New York, and WSPD-TV Toledo. Stations were judged on the basis of their on-air promotional activities as well as in-store displays, direct mail campaigns and other efforts on behalf of Vick products.

Pied Piper programming ■ In conjunction with its increase in power to 10 kw, WFYI Mineola, N.Y., has introduced a "Pied Piper" approach to boost listenership. In the belief that all parents like to hear their offspring on the radio, the station dubbed announcer Bob Garrity the "Pied Piper of Long Island" and sends him to an amusement park to record interviews with children. In addition to spotting the interviews, edited to one-minute each, throughout the week, the station has started the WFYI Fun Club for the kids, complete with membership cards, free rides at the amusement park and other prizes.

Popular cook book ■ CHUC Cobourg, Ont., is a rural area station on Lake Ontario. Its women's programs, under Louise Guy, brought in so many recipes from rural listeners and so many requests for recipes, that CHUC decided to publish the recipes in a "Coffee Club Cook Book". The book was turned over to local women's clubs to be sold, with money to be used for various church activities. The book is now in its second printing. The first 5,000 copies were grabbed up in a few days. Only reference to the station is a picture of Miss Guy and the station's name on the inside cover.

Radio-tv 'Explorers' ■ WSBT-TV South Bend, Ind., which claims to sponsor the only radio-television explorer Boy Scout post in the United States, went overboard equipment-wise in connection with the annual Scout-O-Rama at the U. of Notre Dame Stadium last month. It borrowed closed circuit gear from Dage Television Div. of Thompson-Ramo Woolridge Inc., Michigan City, Ind., for use by its Explorer Scout Post 324 at a special booth. Members of the troop set up a "See Yourself on Television" display at the event, which proved one of most popular attractions.

Symbol of faith ■ WBOY-AM-TV Clarksburg, W.Va., has constructed a large, electrically-lighted cross to be placed on the transmitting tower atop Pinnickinnick Mt. Following the precedent set by its parent station WSTV-TV Steubenville, Ohio, WBOY decided the cross will be lighted during special religious seasons such as Christmas and Holy Week. It will be some 500 feet above average terrain and should be visible for a radius of five miles.

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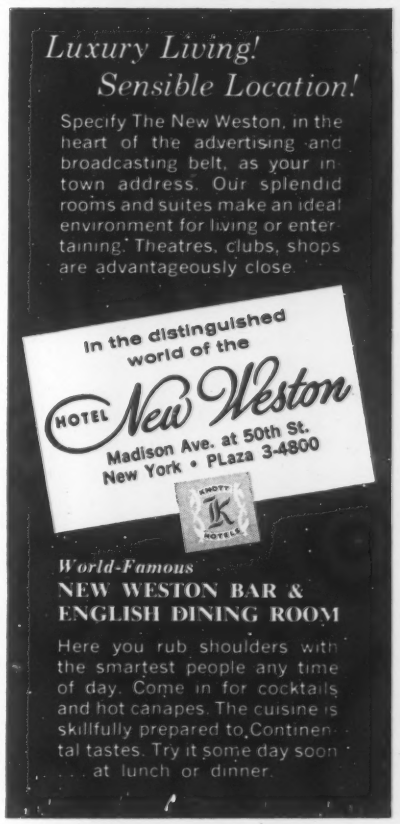
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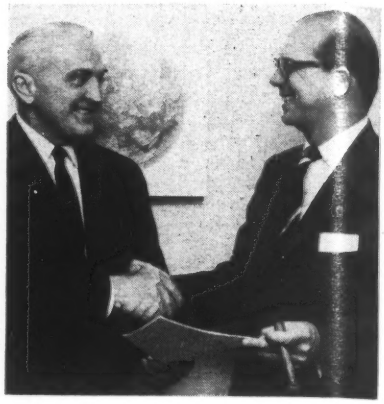
CBS-TV expands its international activity

The CBS-TV Stations Division last week announced details of its expanded international activities. They include the signing of an agreement to serve as consultant to a West German group planning to develop a second tv network and a progress report on the construction of program production facilities in Buenos Aires, Argentina.

Merle Jones, division president, said an agreement has been signed with Freies Fernsehen GmbH, a group interested in forming a new West German tv network, which is expected to be in operation no later than Jan. 1, 1961. The division will make available to the group "the total television experience" of CBS, including managerial, technical and programming advice. CBS, he said, has no financial interest in the new project, but will be paid on a fee basis.

Mr. Jones also revealed that the final phase has been reached in setting up complete tv operations in Buenos Aires. In association with Goar Mestre, former Cuban broadcaster, the division has formed an Argentine corporation, PROARTEL, which will produce live, film and tape tv programs intended for the Latin American market.

The new corporation has leased a motion picture studio in Buenos Aires and has converted it into a tv program production plant. The CBS-TV Stations Div. has shipped broadcast equipment for three modern tv studios. The necessary dubbing of all tv programs to be distributed to Spanish-speaking countries will be handled at these studios, according to Mr. Jones.



MR. JONES (L) AND SR. MESTRE

Sign South American agreement

CBC-TV looks forward to a busy summer

Summer evening time is almost completely sold out on the English-language CBC-TV network. Several new live Canadian shows are scheduled and a number of U.S. imports will be seen on Canadian television for the first time.

Most fall and winter shows are continuing through the summer months. Lever Bros. Ltd., Toronto, through J. Walter Thompson Co. and Young & Rubicam Co., both of Toronto, will have new evening shows, as yet unnamed, starting on June 28 and July 3. On July 18 a new Canadian musical show, *Swing Gently*, starts for S.C. Johnson & Son, Brantford, Ont. (through Needham, Louis & Brorby Ltd., Toronto), Imperial Tobacco Co. Ltd., Montreal (through Cockfield, Brown & Co., Montreal), and Max Factor & Co., Toronto (through James Lovick Ltd., Toronto).

General Motors of Canada, Oshawa, Ont., on May 31 started the *Chevy Suspense Show* through MacLaren Adv. Ltd., Toronto. A new show, *Parade*, starts on July 19 for Rexall Drug Co. Ltd., Cooksville, Ont. (through BBD&O, Toronto) and General Foods Ltd., Toronto (through Baker Adv. Ltd., Toronto).

On June 15, two new evening shows, *Happy* and *Tate*, start for Kraft Foods Ltd., Montreal, through J. Walter Thompson Co., Montreal. B. Houde & Grothe, Montreal (tobacco), (through Vickers & Benson Ltd., Montreal) and Lever Bros. Ltd., Toronto (through MacLaren Adv. Ltd., Toronto) started *First Person* on June 8.

Award Theatre starts June 30 for Standard Brands Ltd., Montreal (through MacLaren Adv. Ltd., Montreal) and for Frigidaire Products of Canada Ltd., Toronto (through Baker Adv. Ltd., Toronto). The live Canadian musical show, *Red River Jamboree*, will originate from Winnipeg, Man., on July 8 for H.F. Ritchie & Co., Toronto (proprietary), through MacLaren Adv. Ltd., Toronto.

The *Perry Mason* film series, which replaces *Cavalcade of Sports*, starts July 1, for Sterling Drugs Ltd., Toronto (through Dancer-Fitzgerald-Sample, New York), and Colgate-Palmolive Ltd., Toronto (through Spitzer & Mills Ltd., Toronto).

CBXT (TV) plans start

CBXT (TV) Edmonton, Alta., new ch. 5 station, is scheduled to go on the air next spring under management of Ralph Horley, previously senior sales

representative of Canadian Broadcasting Corp. for the prairie provinces. The station is expected to cost $1.4 million before it goes on the air, and will have a staff of 80. It will carry CBC programs.

CHSA-TV Lloydminster, Sask., expects to go on the air on ch. 2 late in August. Peter J. Edwards is manager, and Jos. A. Hardy & Co., Toronto, Ont., is national representative.

Canadian sales down

Radio and television set sales in Canada were both down in the first four months of this year according to the Electronics Industries Assn. of Canada, Toronto. In the January-April period 151,722 radio sets were sold compared to 176,083 in the 1959 period. Tv set sales totalled 100,578 in this year's period, compared to 116,786 in the 1959 period.

Ontario accounted for over a third of tv set sales with 37,832 sets, and almost half the radio receivers with 70,518 units.

Commercial television comes to Argentina

Commercial telecasting was launched in Argentina last Thursday (June 9) when a ch. 9 outlet in Buenos Aires went on the air. It is the first private station to go on the air.

The station has a management-technical association with NBC and the outlet's personnel received training from NBC staffers. Initially the station will operate on a 6 p.m.-midnight schedule. The station is operated by Compania Argentina de Television. Among the major advertisers signed on the new station are Philips, Coca-Cola, Philco, Nestle, Alka-Seltzer, General Electric, Kaiser, Remington, Gillette, and Panagra.

■ Abroad in brief

Desilu down under ■ Desi Arnaz has announced that 39 episodes of the hour-long tv series *Desilu Playhouse* have been sold for Australian release beginning in August. The deal was made jointly with Herald-Sun T.V. Pty. Ltd., Melbourne, and Television Corp. Ltd., Sidney.

New Canadian am ■ Call letters of a new 5 kw daytime and 2.5 kw nighttime station on 1280 kc at Hamilton, Ont., scheduled to open this fall are CHIQ. Owner is J. Irving Zucker and Assoc.

New ad agency ■ Kastor, Hilton, Chesley, Clifford & Atherton Canada Ltd., is a new advertising agency with offices at 481 University Ave., Toronto, Ont. W.E. MacDonald is general manager.

Captive audience ■ CKX Brandon, Man., has made an agreement with the municipally-owned Brandon Transit System and Brandon city council to install radio receivers tuned to its frequency on all buses. In return CKX receives advertising card space in the buses. This is believed the first time such an arrangement has been made in Canada, and recalls the "captive audience" arguments while Washington, D.C. had its transit fm radio system.

FOR THE RECORD

Station Authorizations, Applications

As Compiled by BROADCASTING

June 2 through June 8. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization.—STA—special temporary authorization. SH—specified hours. *—educational. Ann. Announced.

Existing Tv Station

ACTION BY FCC

WDAM-TV Laurel, Miss.—Granted waiver of Sec. 3.652 (a) of rules to identify itself with Hattiesburg as well as Laurel. Comr. Cross dissented. Ann. June 8.

New Am Stations

ACTIONS BY FCC

Rex O. Stevenson, Ojai, Calif.—Designated for hearing application for new am station to operate on 1320 kc, 500 w, D; made KUDE Oceanside, and KFAC Los Angeles, both California, parties to proceeding. Ann. June 8.

Mercury Bcstg. Co., Colorado Springs, Colo.—Designated for hearing application for new am station to operate on 790 kc, 500 w, DA, D; made KXXX Colby, Kan., and KHIL Brighton, Colo., parties to proceeding. Ann. June 8.

APPLICATIONS

Tahoe Valley, Calif.—Harrold Bcstg. Co. 590 kc, 1 kw D. P.O. address % Phillip N. Harrold, Box 267, Bijou, Calif. Estimated construction cost $36,245, first year operating cost $61,600, revenue $65,000. Principals include **Phillip N. Harrold**, 35%, **Orville G. Harrold Jr.**, and **Donald C. McBain**, 20% each, and others. Mr. Phillip Harrold is employe of KOWL Bijou, Calif. Mr. McBain is airlines employe. Mr. Orville Harrold is professor at U. of Tennessee. Ann. June 6.

Butler, Mo.—Bates County Bcstg. Co. 1530 kc, 250 w D. P.O. address % B.D. Thornton, 1003 Northeast 2nd, Walnut Ridge, Ark. Estimated construction cost $12,871, first year operating cost $33,468, revenue $36,000. Principals include **B.D. Thornton, E.E. Summers**, and **Woodrow Behannon**, 33⅓% each. Mr. Thornton is employe of KRLW Walnut Ridge, Ark. Mr. Summers is in restaurant business. Mr. Behannon is registrar of Southern Baptist College. Ann. June 2.

Riverton, Wyo.—Hugh Jordon Stock. 740 kc, 1 kw D. P.O. address Box 466, Lander, Wyo. Estimated construction cost $23,070, first year operating cost $45,740, revenue $60,000. Applicant is employe of stock construction company. Ann. June 3.

Existing Am Stations

ACTIONS BY FCC

KCRT Trinidad, Colo.—Granted mod. of license to change from unl. operation to specified hours. Operates on 1240 kc, 250 w. Ann. June 8.

WRWH Cleveland, Ga.—Granted increase in power from 500 w to 1 kw, continuing operation on 1350 kc, D. Ann. June 8.

KLEM Le Mars, Iowa—Granted license for am station. Ann. June 2.

WFTG London, Ky.—Granted mod. of license to change from unl. operation to specified hours. Operates on 1400 kc, 250 w. Ann. June 8.

WAYE Dundalk, Md.—By letter, denied request for waiver of April 13, 1953 public notice (relating to proposed agreement between U.S. and Canada respecting assignment of class II am stations to class I-A channels), and placed in pending file its application to increase power from 500 w to 1 kw and move station location to Baltimore, Md., continuing operation on 860 kc, DA, D. Ann. June 8.

WSPR Springfield, Mass.—Granted increase in daytime power from 1 kw to 5 kw, with DA-2, continuing operation on 1270 kc, 1 kw-N; engineering conditions. Ann. June 8.

WABY Albany, N.Y.—Granted increase in daytime power from 250 w to 1 kw, continuing operation on 1400 kc, 250 w-N; engineering conditions. Ann. June 8.

WITT Lewisburg, Pa.—Is being advised that application for assignment of license

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to **Central Pennsylvania Bcstg. Co.** indicates necessity of hearing. Ann. June 8.

KONI Spanish Fork, Utah—Mod. of cp (which authorized new am station) to change station location to Spanish Fork-Springville, Utah (1480kc). Ann. June 6.

Catamount Bcstrs. Inc., Bennington, Vt.—Granted increase in power from 500 w to 1 kw, continuing operation on 1370 kc, D; engineering condition. Ann. June 8.

APPLICATIONS

KCOG Centerville, Iowa—Mod. of license to change hours of operation from specified hours to unl. (1400kc). Ann. June 2.

KDSN Denison, Iowa—Cp to change frequency from 1580 kc to 1530 kc and change from DA to non-DA (1530kc). Ann. June 7.

KWKY Des Moines, Iowa—Cp to increase daytime power from 1 kw to 5 kw, install new trans. and make changes in DA system (2 additional towers) (1150kc). Ann. June 2.

WEMP Milwaukee, Wis. — Cp to make changes in DA system and ground system (1250kc). Ann. June 7.

New Fm Stations

ACTIONS BY FCC

San Luis Obispo, Calif.—John C. Cohan. Granted 93.3 mc, 30.2 kw. P.O. address Box 300, Salinas, Calif. Estimated construction cost $27,511, first year operating cost $18,500, revenue $24,000. Applicant is in advertising business, and owner of KVEC San Luis Obispo. Ann. June 8.

Richmond, Ind. — Central Bcstg. Corp. Granted 106.5 mc, 25.8 kw unl. P.O. address West Main St., Richmond, Ind. Estimated construction cost $29,354, first year operating cost $2,100, revenue $2,600. Principals include **C.E. Hamilton,** 17%, **H.W. Bockoff,** 16%, and others. Central is licensee of WKBV Richmond and WBAT Marion, both Indiana. Ann. June 8.

Glasgow, Ky.—Glasgow Bcstg. Co. Granted 95.1 mc, 1.96 kw. P.O. address Glasgow, Ky. Estimated construction cost $15,544, first year operating cost $12,000, revenue $18,000. Applicant is **G.L. Comer,** owner of WKAY-AM Glasgow. Ann. June 8.

Detroit, Mich.—560 Bcstg. Corp. Granted 107.5 mc, 32 kw. P.O. address % Ross Mulholland, 1260 Library St., Detroit, Mich. Estimated construction cost $23,000, first year operating cost $24,000, revenue $33,000. Principal applicant is **Ross Mulholland,** president of 560 Bcstg. Corp., licensee of WQTE Monroe, Mich. Ann. June 8.

Atlantic City, N.J.—South Jersey Radio Inc. Granted 103.7 mc, 33.1 kw. P.O. address Old Turnpike, Pleasantville, N.J. Estimated construction cost $8,755, first year operating cost $2,500, revenue $5,000. Principals include **Harlan G. Murrelle, Howard L. Green,** 16.6% each, and others. Applicants also own WOND Pleasantville, N.J., and WMMB Melbourne, Fla. Ann. June 8.

Statesville, N.C. — Iredell Bcstg. Corp. Granted 96.9 mc, 3.6 kw unl. P.O. address Box 1027, Statesville, N.C. Estimated construction cost $9,430, first year operating cost $6,000, revenue $8,000. Principals are **Walter A. Duke,** 50.92%, and **John F. Stanbery,** 49.08%, licensee of WBDM Statesville. Mr. Duke also has 50% interest in WENO Madison, Tenn. Ann. June 8.

Oklahoma City, Okla. — Nanmar Inc. Granted 100.5 mc, 40.45 kw unl. P.O. address 1334 S.W. 29th St., Oklahoma City, Okla. Estimated construction cost $23,295, first year operating cost $20,000, revenue $25,000. Principals are **Steve Bushelman Jr.,** 60%, **Theodore J. Bushelman,** 20% and **Nancy J. Bushelman,** 20%, who are associated in household appliance firm. Theodore Bushelman was formerly employe of WKRC-TV Cincinnati, Ohio. Ann. June 8.

Greenville, S.C. — Bob Jones University Inc. Granted 94.5 mc, 840 w. P.O. address Greenville, S.C. Estimated construction cost $5,525, first year operating cost $9,549, revenue $7,044. Applicant owns WMUU Greenville, non-profit educational station. Ann. June 8.

APPLICATIONS

Kansas City, Mo.—Walter D. Caldwell, 99.7 mc, 1.94 kw. P.O. address 408 Amarillo Bldg., Amarillo, Tex. Estimated construction cost $18,739, first year operating cost $36,000, revenue $45,000. Applicant is independent gas and oil operator. Ann. June 2.

Celina, Ohio—Celina Bcstg. Co., 94.3 mc, 250 kw. P.O. address 126 W. Fayette St., Celina, Ohio. Estimated construction cost $10,210, first year operating cost $6,000, revenue $8,000. Principals include **Elmer E. Schweizer, Frank J. Hawkins** and **J.P. Moore,** 33⅓% each. Mr. Schweizer is retail music store owner. Mr. Hawkins is chemist. Mr. Moore is teacher. Ann. June 6.

York, Pa.—Susquehanna Bcstg. Co., 107.9 mc, 6.497 kw. P.O. address 53 N. Duke St., York, Pa. Estimated construction cost $12,095, first year operating cost $20,000, revenue $15,000. Principals include **Louis J. Appell** estate, 88.11%, and others. Susquehanna Bcstg. is owner of WSBA-AM-TV York, and 90% owner of WARM Scranton, Pa. and WHLO Akron, Ohio. Ann. June 2.

Existing Fm Station

ACTION BY FCC

WWVA-FM Wheeling, W.Va.—Designated for hearing application to increase ERP from 7.4 kw to 23.17 kw and ant. height from 470 ft. to 473.6 ft.; made WKBN-FM Youngstown, Ohio, party to proceeding. Ann. June 8.

Ownership Changes

ACTIONS BY FCC

KINS Eureka, Calif.—Granted (1) acquisition of positive control by **Wendell Adams** by stock purchase from **H.G. Fearnhead** to increase former's interest from 50% to 80%; and (2) renewal of license. Ann. June 8.

WRDW Augusta, Ga.—Granted assignment of license to **Radio Augusta Inc. (George C. Nicholson** and wife and **John C. Amick** and wife); consideration $225,000. Mr. Nicholson has interest in WYZE Atlanta, and WANS Anderson, S.C. Ann. June 8.

WWCC Bremen, Ga.—Granted assignment of license to **Southwest Alabama Bcstg. Co.** (WBCA Bay Minette, and WHEP Foley, Ala.); consideration $60,000. Ann. June 8.

KRFS Superior, Neb.—Granted assignment of license to **David L. Tucker** and **William L. Gratopp,** d/b as **KRFS Radio;** consideration $70,000. Ann. June 8.

WBNC Conway, N.H.—Granted (1) renewal of license and (2) transfer of control from **William R. Sweeney** to **Joan T.** and **Lawrence H. Sherman;** consideration $40,000. Ann. June 8.

KLBS Livingston, Tex.—Granted assignment of license to **Trinity Valley Bcstg. Co.** (**Jack G. Jackson Sr.,** and **Eugene Hanson**); consideration involves assignee assumption of $12,603 indebtedness owed by assignor. Ann. June 8.

WMOV Ravenswood, W. Va.—Granted assignment of license to **Jackson County Bcstg. Co. (Rev. Paul V. H. Bell,** president); consideration $20,000. Ann. June 8.

KRAE Cheyenne, Wyo.—Granted assignment of cp to **Ray Winkler, Ernest Thrasher, Frank Benites, Tom Atkins** and **David Meyers,** d/b as **Radio Broadcasters;** consideration $1,500 to cover expenses. Mr. Winkler has interest in KZIP Amarillo, Tex. Ann. June 8.

APPLICATIONS

KBLO Hot Springs, Ark.—Seeks involuntary assignment of license from **Hot Springs Bcstg. Inc.** to **Stan Morris,** trustee in bankruptcy. Ann. June 6.

KDEO El Cajon, Calif.—Seeks assignment of license from **Balboa Bcstg. Corp.** to **Tullis & Hearne Bcstg. Co.** for $475,000. Purchasers are **Howard L. Tullis** and **John P. Hearne,** equal partners. Mr. Tullis has interests in KFXM San Bernardino, and KEAP Fresno, both California. Mr. Hearne has interests in KVEN-AM-FM Ventura, KFXM San Bernardino, both California, and KUAM-AM-TV Agana, Guam. Firm of Tullis & Hearne is also licensee of KAFY Bakersfield, Calif. Ann. June 6.

KRKY (FM) Denver, Colo.—Seeks assignment of cp from **Plains Radio Bcstg. Co.** to **United Communications Inc.** for $21,000. Sale includes cp's for KRMV (FM) Minneapolis, Minn.; WFFM (FM) Cincinnati, Ohio; KRMC (FM) Portland, Ore.; and KPRN (FM) Seattle, Wash. Purchasers are **William H. Hernstadt, Graham Loving Jr.,** and **William E. Murray,** 33⅓% each. Messrs. Hernstadt and Loving are in investment banking. Mr. Murray is attorney. Ann. June 6.

WRC-AM-FM-TV Washington, D.C.—Seeks assignment of license from **National Bcstg. Co.** to **RKO General Inc.** for $11,500,000 (see WRCV-AM-TV Philadelphia below). Ann. June 7.

WSIL-TV Harrisburg, Ill.—Seeks involuntary assignment of license of **Turner-Farrar Assn.** due to death of **Oscar L. Turner,** 25% stockholder. Executrix of estate in **Ethel M. Turner,** 20% stockholder, who will represent Mr. Turner's interest in partnership. Ann. June 2.

WGMS Bethesda, Md.; WGMS-FM Washington, D.C.—Seeks assignment of license from **RKO General Inc.** to **KFWB Bcstg. Corp.** for $1,500,000. KFWB Bcstg. is wholly-owned subsidiary of **Crowell-Collier Publishing Co., W.D. Cole,** board chairman. KFWB Bcstg. is licensee of KFWB Los Angeles, KEWB San Francisco, and KDWB Minneapolis-St. Paul, Minn. (see WRCV-AM-TV Philadelphia, below). Ann. June 7.

WNAC-AM-TV; WRKO (FM) Boston, Mass.—Seeks assignment of license from **RKO General Inc.** to **National Bcstg. Co.** in exchange for National's Philadelphia stations, WRCV-AM-TV. Exchange is made in compliance with Sept. 22, 1959 judgment in U.S. vs RCA and NBC directing NBC and RCA to sell, exchange or otherwise dispose of WRCV-AM-TV on or before Dec. 31, 1962. (See WRCV-AM-TV Philadelphia, below.) Ann. June 7.

WTYM East Longmeadow, Mass.—Seeks assignment of license from **Springfield Bcstg. Co.** to **Stanley Ulanoff** for $140,000. Principals include **Stanley Ulanoff,** 31.6%, **George Friedman,** 15.8%, and others. Mr. Ulanoff deals in wholesale packaging materials. Mr. Friedman is owner of retail liquor store. Ann. June 6.

KFMV (FM) Minneapolis, Minn.—Seeks assignment of cp from **Plains Radio Bcstg. Co.** to **United Communications Inc.** for $21,000. Sale includes cp's for WFFM (FM) Cincinnati, Ohio; KRMC (FM) Portland, Ore.; KPRN (FM) Seattle, Wash., and KRKY (FM) Denver, Colo. Purchasers are **William H. Hernstadt, Graham Loving Jr.,** and **William E. Murray,** 33⅓% each. Messrs. Hernstadt and Loving are in investment banking. Mr. Murray is attorney. Ann. June 6.

KXLL Missoula, Mont.—Seeks assignment of license from **Western Montana Assoc.** to **June Inc.** for $98,000. Principals include **June Burgan Wilson, George W. Wilson,** and **Jesse W. Burgan,** 33⅓% each. Mr. and Mrs. Wilson are former employes of KHIL Brighton, Colo. Mr. Burgan is retired. Ann. June 2.

KOB Albuquerque, N.M.—Seeks assignment of license from **Albuquerque Bcstg. Co.** to **KSTP Inc.,** merger into parent firm. No financial consideration involved. Ann. June 6.

WFFM (FM) Cincinnati, Ohio—Seeks assignment of cp from **Plains Radio Bcstg. Co.** to **United Communications Inc.** for $21,000. Sale includes cp's for KRMC (FM) Portland, Ore.; KPRN (FM) Seattle, Wash.; KFMV (FM) Minneapolis, Minn., and KRKY (FM) Denver, Colo. Purchasers are **William H. Hernstadt, Graham Loving Jr.,** and **William E. Murray,** 33⅓% each. Messrs. Hernstadt and Loving are in investment banking. Mr. Murray is attorney. Ann. June 6.

WONT Delaware, Ohio—Seeks assignment of license from **Somerset Bcstg. Co.** to **Delaware Bcstg. Inc.,** a corporation. No financial consideration involved. Ann. June 2.

KRMC (FM) Portland, Ore.—Seeks assign-

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ment of cp from **Plains Radio Bcstg. Co.** to **United Communications Inc.** for $21,000. Sale includes cp's for KPRN (FM) Seattle, Wash.; WFFM (FM) Cincinnati, Ohio; KFMV (FM) Minneapolis, Minn.; and KRKY (FM) Denver, Colo. Purchasers are **William H. Hernstadt, Graham Loving Jr.**, and **William E. Murray**, 33⅓% each. Messrs. Hernstadt and Loving are in investment banking. Mr. Murray is attorney. Ann. June 6.

WRCV-AM-TV Philadelphia, Pa. — Seeks assignment of license from **National Bcstg. Co.** to **RKO General Inc.** in exchange for RKO's Boston stations, WNAC-AM-TV and WRKO (FM). RKO is licensee of these stations plus WOR-AM-FM-TV New York; KHJ-AM-FM-TV Los Angeles; KFRC-AM-FM San Francisco; WHBQ-AM-TV Memphis, Tenn.; WGMS Bethesda, Md., and WGMS-FM Washington, D.C., and has controling ownership of CKLW-AM-FM-TV Windsor, Ont., Canada. RKO proposes to purchase WRC-AM-FM-TV Washington, D.C., for $11.5 million and sell WGMS Bethesda, Md., and WGMS-FM Washington to Crowell-Collier Publishing Co., for $1.5 million. Ann. June 7.

KINT El Paso, Tex.—Seeks transfer of control of **Radio El Paso Inc.** from **Robert L. Howsam, John W. Lowery** and **William J. Elliott**, 33⅓% each, to **Odis L. Echols Jr.**, 52%, and **Odis L. Echols Sr.**, 48%, for $71,700. Purchasers are owners of KCLV Clovis, N.M. Ann. June 6.

WSNO Barre, Vt.—Seeks assignment of license from **JKL Bcstg. Co.** to **Robert I. Kimel** and **Bessie W. Grad** for $58,373. Equal partners Kimel and Grad are owners of WWSR St. Albans, Vt. Ann. June 6.

KPRN (FM) Seattle, Wash.—Seeks assignment of cp from **Plains Radio Bcstg. Co.** to **United Communications Inc.** for $21,000. Sale includes cp's for WFFM (FM) Cincinnati, Ohio; KFMV (FM) Minneapolis, Minn.; KFMC (FM) Portland, Ore., and KRKY (FM) Denver, Colo. Purchasers are **William H. Hernstadt, Graham Loving Jr.**, and **William E. Murray**, 33⅓% each. Messrs. Hernstadt and Loving are in investment banking. Mr. Murray is attorney. Ann. June 6.

KLUK Evanston, Wyo.—Seeks assignment of license from **Morgan County Bcstg. Co.** to **Evanston-Kemmerer Bcstrs. Inc.** for $35,000. Principals are **Warren D. Papke**, 49%, **Duane R. Liffrig** and **Les Kleven**, 25.5% each. Messrs. Papke and Kleven are employes of KUMV (TV) Williston, N.D. Mr. Liffrig is in real estate. Ann. June 2.

Hearing Cases

FINAL DECISIONS

■ By order, commission made effective immediately April 26 initial decision and granted application of Southeast Mississippi Bcstg. Co. to change facilities of station WSJC Magee, Miss., from 1280 kc, 500 w, D, to 790 kc, 1 kw, D, DA. Ann. June 8.

■ By order, commission denied petition by Miners Bcstg. Service Inc., to reopen the record and dismissed as moot its petition to defer June 3 oral argument in proceeding on its application and that of Valley Bcstg. Co. for new am stations in Kingston and Lehighton, both Pennsylvania, respectively. Ann. June 2.

■ Commission on June 3 directed preparation of document looking toward granting application of Carnegie Bcstg. Co. for new am station to operate on 1590 kc, 1 kw, DA, D, in Carnegie, Pa., and denying application of Jeannette Bcstg. Co. for similar facilities with 500 w in Jeannette, Pa. Nov. 12, 1959 initial decision looked toward this action. Ann. June 3.

■ Commission on June 3 directed preparation of document looking toward granting application of Valley Bcstg. Co. for new am station to operate on 1150 kc, 1 kw, DA, D, in Lehighton, Pa., and denying application of Miners Bcstg. Service Inc., for same facilities in Kingston, Pa. Oct. 2, 1959 initial decision looked toward this action. Ann. June 3.

■ Upon request by Assn. of Federal Communications Consulting Engineers, commission extended time for filing comments and replies to June 22 and July 5, respectively, in rulemaking proposal to amend part 17. Action June 7.

■ Upon request by Texas State Network Inc. (KFJZ-TV), Fort Worth, Tex., commission on June 6 extended time to June 7 to file replies to oppositions to its petition for reconsideration in tv rulemaking proceeding involving Fort Worth and Denton, both Texas. Ann. June 8.

■ By order, commission denied motion by Price Bcstrs. Inc., for stay of March 25 decision whch granted application of Times and News Publishing Co. to change facilities of station WGET Gettysburg, Pa., from 1450 kc, 250 w, unl. to 1320 kc, 500 w-N, 1 kw-LS, DA-2, and denied applications of Monocacy Bcstg. Co. and Price seeking new stations on 1320 kc in Gettysburg and Frederick, Md., respectively. Comrs. Craven and Cross dissented. Petition by Price for reconsideration of March 25 decision is still pending. Ann. June 8.

■ By decision, commission granted applications of Dowagiac Bcstg. Co. for new am station to operate on 1440 kc, 500 w, D, in Dowagiac, Mich., and Kalamazoo Bcstg. Co. for new station on 1420 kc, 1 kw, DA, D, in Kalamazoo, Mich., and denied application of Circle Corp. to change facilities of station WKLZ Kalamazoo, from 1470 kc, 500 w, D, to 1440 kc, 5 kw, DA, D. May 26, 1959 initial decision looked toward this action. Ann. June 8.

■ By decision, commission (1) granted application of Sierra Madre Bcstg. Co. for new class A fm station to operate on 107.1 mc in Sierra Madre, Calif.; (2) dismissed for default application of Falcon Bcstg. Co. for similar facility in Vernon, Calif., and (3) denied petition by Bible Institute of Los Angeles Inc. (fm station KBBI), Los Angeles, to reopen record. Comr. Craven not participating. April 24, 1959 initial decision looked toward this action. Ann. June 8.

■ By memorandum opinion and order, commission, on petition by Broadcast Bureau, removed from hearing status and returned to pending file application of Cannon System Ltd., to increase power of station KIEV Glendale, Calif., from 250 w to 10 kw, continuing operation on 870 kc, D, to be withheld pending conclusion of clear channel proceeding pursuant to Sec. 1.351 of rules. Ann. June 8.

■ By memorandum opinion and order, commission, on petition by applicant, severed from consolidated proceeding and granted application of Niagara Bcstg. System to increase daytime power of station WNIA Cheektowaga, N.Y., from 250 w to 500 w, continuing operation on 1230 kc, 250 w-N; engineering condition. Ann. June 8.

■ Commission extended time for filing comments and replies to Sept. 1 and Sept. 16. respectively, in rulemaking proceeding on interim policy on shorter-spaced vhf tv channel assignments and amendment of part 3 concerning tv engineering standards. Revised curves derived by merging present high vhf ad hoc groundwave curves with new and accepted tropospheric curves will be prepared and issued in further notice of proposed rulemaking. Data prepared for low vhf channels and based upon May 6 curves will still be valid, and data and comments for high vhf stations should be held in abeyance until revised high vhf curves are issued shortly. Commission also extended to those dates time for filing comments and replies in rulemaking affecting tv table of assignments in Grand Rapids, Cadillac, Traverse City and Alpena, all Michigan. Ann. June 8.

Routine Roundup

ACTIONS ON MOTIONS

By Commissioner Rosel H. Hyde

■ Granted May 27 petition by Rogue Valley Bcstrs Inc. (KWIN) Ashland, Ore. and extended to June 14 time to file reply to responses to petitions to enlarge issues, and dismissed as moot Rogue Valley's May 25 similar petition in proceeding on its am application et al. Action June 1.

■ Granted petition by Ulster County Bcstg. Co., Ellenville, N.Y. for extension of time to June 3 to file response to Broadcast Bureau petition to set aside initial decision and consolidate in hearing am applications of Catskills Bcstg. Co. and Ellenville Bcstg. Co., Ellenville, N.Y. and Ulster County; dismissed as moot Ulster June 1 petition. Actions June 6.

By Chief Hearing Examiner James D. Cunningham

■ Scheduled hearings in following proceedings on dates shown: July 22: am applications of Simon Geller, Gloucester and Assoc. Enterprises, Brockton, both Massachusetts; Babylon-Bay Shore Bcstg. Corp. (WBAB), Babylon, N.Y.; Sept. 6: Washington Bcstg. Co. (WOL) Washington, D.C. et al. Actions June 1.

■ Granted petition by San Mateo Bcstg. Co. for dismissal without prejudice its application for new fm station in San Mateo, Calif.; application of Frank James, Redwood City, Calif. retained in hearing status.

By Hearing Examiner J.D. Bond

■ Granted motion by Northeast Radio Inc. (WCAP) Lowell, Mass. and scheduled prehearing conference for June 13 in proceeding on its am application. Action May 31.

■ Pursuant to agreements reached by all parties at June 1 further hearing, continued further hearing on group 3 applications to date to be fixed by subsequent order in consolidated proceeding on am applications of Cookeville Bcstg. Co., Cookeville, Tenn., et al. Action June 1.

■ Granted petition by Broadcast Bureau and extended from May 31 to June 3 time to file proposed findings of fact and conclusions of law in proceeding on am applications of John K. Rogers, Bristol and Kingsport Bcstg. Co. (WKPT) Kingsport, both Tennessee. Action June 3.

■ Granted request by Cosmopolitan Bcstg. Co., New Orleans, La. and extended from June 1 to June 29 time to file oppositions to two petitions by Springhill Bcstg. Co. Mobile, Ala. and Northwest Mississippi Bcstg. Co., Senatobia, Miss. to enlarge issues in am proceeding; application in consolidated hearing. Action June 1.

■ Granted petition by Belton Bcstrs Inc., Belton, Tex., for change in dates of procedural steps and advance hearing on engineering and non-engineering matters from July 25 to July 6 in am consolidated proceeding. Ann. June 3.

By Hearing Examiner James D. Cunningham

■ With consent of all parties, rescheduled for June 7 at 9 a.m., hearing scheduled for July 11 in proceeding on application of Concord Kannapolis Bcstg. Co., for new fm station in Concord, N.C. Action June 2.

■ Continued hearing from June 7 to June 9 in proceeding on fm application of Concord Kannapolis Bcstg. Co., Concord, N.C. Action June 6.

By Hearing Examiner Charles J. Frederick

■ Granted petition by respondent WWDC Inc. (WWDC) Washington, D.C. and continued from June 1 to June 15 time to file proposed findings and conclusions in proceeding on am applications of Alkima Bcstg. Co., West Chester, Pa., Herman Handloff, Newark, Del. and Howard Wasserman, West Chester, Pa. Action May 31.

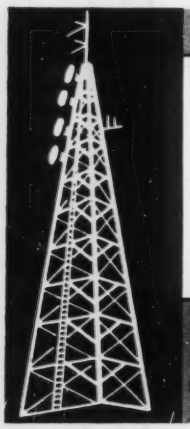
■ Granted petition by Malrite Bcstg. Co., Norwalk, Ohio, for leave to make engineering changes in proceeding on its am application; application in consolidated proceeding. Action May 31.

■ Granted petition by Taft Bcstg. Co., intervenor, for extension of time to July 18 to file replies to proposed findings in proceeding on application of WHAS Inc. (WHAS-TV) Louisville, Ky. Ann. June 6.

By Hearing Examiner Millard F. French

■ Upon agreement of parties, scheduled further hearing for June 6 at 11:15 a.m. in Lake Charles-Lafayette, La. ch. 3 tv proceeding. Action June 2.

■ Issued order following first prehearing conference in proceeding on am applications of WTTT Inc. (WTTT) Arlington, Fla., et



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al., divided parties into two groups—group I, Florida applicants and group II, North Carolina applicants; scheduled dates for procedural steps and hearing for Sept. 13 for group I; future dates concerning group II are to await action of commission upon their respective petitions for severance and grant. Action June 1.

■ Upon request of Northwest Bcstrs Inc. and with consent of all parties, extended from June 3 to June 13 time to file proposed findings and conclusions and from June 17 to June 27 to file reply findings and conclusions in proceeding on application of Northwest and that of Rev. Haldane James Duff for new am stations in Bellevue and Seattle, both Washington. Action June 2.

By Hearing Examiner Walter W. Guenther

■ Granted petition by Rogue Valley Bcstrs. Inc. (KWIN) Ashland, Ore. and extended to June 14 time to respond to petition by Medford Bcstrs. Inc. (KDOV) Medford, Ore. for leave to amend in proceeding on their am applications, et al. Action June 1.

By Hearing Examiner Isadore A. Honig

■ Issued order following prehearing conference in proceeding on am applications of Brockway Company (WMSA) Massena, N.Y., et al., scheduled dates for procedural steps, and continued hearing from June 13 to July 14. Action June 1.

■ By memorandum of ruling formalized rulings made on record at June 2 hearing in proceeding on application of M&M Bcstg. Co. (WLUK-TV) Marinette, Wis. for mod. of cp; granted motion by Federal Aviation Agency to extent of adjourning hearing from June 2 to June 13 and denied motion insofar as it seeks adjournment for full thirty-day period from June 2. Action June 2.

By Hearing Examiner Annie Neal Huntting

■ Granted petition by Broadcast Bureau and extended from June 1 to June 10 time to file proposed findings of fact and conclusions in proceeding on am applications of Cecil W. and Jane A. Roberts, Poplar Bluff, Mo., et al. Action June 3.

■ Directed parties to appear at prehearing conference at 9 a.m., June 27, in proceeding on application of Babylon-Bay Shore Bcstg. Corp. (WBAB) Babylon, N.Y. Ann. June 6.

■ Granted petition by Grossco Inc., West Hartford, Conn., and received certain documents in evidence and made part of record in am consolidated proceeding. Ann. June 6.

By Hearing Examiner H. Gifford Irion

■ Upon joint motion by Washington County Bcstg. Co. and Washington Home and Farm Radio Inc., continued hearing from June 2 to June 20 in proceeding on their applications for new am stations in Washington, Iowa, et al. Action May 31.

■ Continued from June 14 to Sept. 7 hearing in proceeding on applications of Antennavision Service Co. for cps for new fixed radio stations at Oatman Mountain and Telegraph Pass, Ariz. Action May 31.

■ Scheduled prehearing conference for June 30 and cancelled hearing scheduled for July 25 in proceeding on fm applications of Lawrence Shushan, Albany and United Bcstg. Co. (KEEN-FM) San Jose, both California. Action June 2.

■ Granted petition by Boulder Radio KBOL Inc. (KBOL) Boulder, Colo. and continued from June 3 to July 14 date for exchange of engineering exhibits in proceeding on its am application, et al.; hearing continued from June 30 to July 25. Action June 2.

By Hearing Examiner David I. Kraushaar

■ By order formalized rulings made on record at June 1 prehearing conference in proceeding on proposal by Nathan Frank (WNBE-TV) New Bern, N.C., for specification of trans. and ant. site; scheduled further prehearing conference for Sept. 26 and continued hearing to Oct. 3. Action June 2.

By Hearing Examiner Jay A. Kyle

■ Scheduled hearing for July 11 in proceeding on application of Martin Karig for new am station in Johnstown, N.Y. Action June 1.

By Hearing Examiner Forest L. McClenning

■ Granted petition by Edward C. Fritz Jr., Waukegan, Ill. insofar as he requests leave to amend his fm application to more clearly set forth in affidavit form matters affecting his financial qualification and participation of Charles W. Kline in proposal; petition insofar as grant of application as amended without hearing referred to commission; on own motion, continued without date hearing scheduled for June 27. Action May 31.

■ Granted petiton by Broadcast Bureau and extended from June 3 to June 17 time to file proposed findings of fact and conclusions of law in proceeding on am application of American Bcstg. Stations Inc. (KWMT) Fort Dodge, Iowa. Action June 2.

By Hearing Examiner Herbert Sharfman

■ Granted motion by Pier San Inc. and rescheduled certain procedural dates in proceeding on its application for new am station in Larned, Kans., et al; hearing continued from July 7 to July 21. Action June 2.

■ Granted petition by Rich Publishing House Inc. (WMDN) Midland, Mich. and Midland Bcstg. Co. for leave to amend application to reflect assignment of license of station WMDN Midland, Mich. from Rich Publishing House Inc. to Midland Bcstg. Co.; application in consolidated hearing. Action June 3.

By Hearing Examiner Elizabeth C. Smith

■ Pursuant to agreement of counsel at June 2 prehearing conference scheduled dates for procedural steps and scheduled hearing for Oct. 11 in proceeding on am applications of Wayne M. Nelson and Fred H. Whitley, Concord and Dallas, both North Carolina. Action June 2.

■ Pursuant to agreement of counsel at June 3 prehearing conference for group I, scheduled hearing for Sept. 6 for group I in consolidated proceeding on am applications of James E. Walley, Oroville, Calif., et al. Action June 3.

■ Granted petition by Bay Area Electronics Assoc., Santa Rosa, Calif., for extension of time to June 15 to file reply findings in proceeding on its am application. Ann. June 6.

BROADCAST ACTIONS

By Broadcast Bureau

Actions of June 3

WROB West Point, Miss.—Granted assignment of license to **Bob McRaney Enterprises Inc.**

WHBN Harrodsburg, Ky.—Granted acquisition of negative control by each **R.F. Niemeier** and **Victor M. Bellamy** through purchase of stock from **I.G. Spencer Jr.**, and as executor of estate of **I.G. Spencer Sr.**, deceased.

KGHS International Falls, Minn.—Granted acquisition of positive control by **Hyleme S.** and **Philip S. George** (family group) through purchase of stock from **C.H. Hulse Jr.** and **Charles R. Shuffett.**

WAMY Amory, Miss.—Granted acquisition of negative control by **Robert L. McRaney** through transfer of stock by **Helen P. McRaney** to **Robert L. McRaney.**

■ Granted licenses for following tv translator stations: K70BS; K74BA Kilauea-Kau Community Tv Assn., Naalehu, Volcano and Pahala, Hawaii; K78AI, Libby Video Club, Libby, Mont.; K82AJ; K70BN; K74AS; K79AH, Minneonto Tv Inc., International Falls and Virginia, Minn.; K70AC; K72AV; K76AQ; K77AM; K78AC; K80AP; K82AA; Mohave County Board of Supervisors, Mohave County, Ariz., Kingman, Big Sandy Valley, Chloride, Peach Springs, Gas City, Bullhead City, Davis Dam, all Arizona, and Needles, Calif.; W76AA, Frostburg Community Tv Inc., Frostburg, LaVale and Cresaptown, all Maryland.

WBCH Hastings, Mich.—Granted mod. of license to change studio location and operate trans. by remote control.

Television Wisconsin Inc., Madison, Wis.—Granted cp and license for new low power station.

WIFI (FM) Philadelphia, Pa.—Granted cp to install new type trans.; waived Sec. 3.317 (a)(1) to permit use of trans. with power output rating of 7.5 kw; condition.

WSYR-FM Syracuse, N.Y.—Granted cp to increase ERP to 100 kw and ant. height to 650 ft.; install new type trans. and type ant. and make changes in ant. system.

KUPD-FM Tempe, Ariz.—Granted mod. of cp to change type ant. and make changes in ant. system.

WULX-FM Richmond, Ind. — Granted mod. of cp to change ant.-trans. and main studio location; conditions.

KFRA Franklin, La.—Granted extension of completion date to Sept. 29.

KBMI Henderson, Nev.—Granted authority to remain silent for period ending Aug. 31.

WHOH (FM) Hamilton, Ohio—Granted extension of authority to remain silent for period ending Aug. 3.

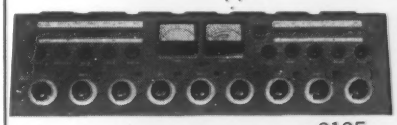
Actions of June 2

WCMC-FM Wildwood, N.J.—Granted license for fm station; ant. 85 ft.

■ Granted license for following tv translator stations: K74AZ, Gallup McKinley County Schools, Gallup, N.M.; K70BU, Anaconda Co., Weed Heights, Nev.; K79AK, Citizens Tv Inc., Milton-Freewater, Ore.; K71AT, K76AT, Countywide Tv Inc., Burns,

Continued on page 119

COMPLETE *FLEXIBILITY*



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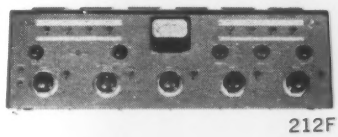

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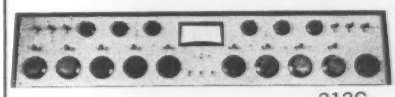

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APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Opening for manager in New York state. Require aggressive family man. Box 694A, BROADCASTING.

Sales manager—5 kw—network—east. AM also fm. Must sell on local, regional, national level. Supervise salesmen. Management potential desirable. Send data to Box 614A, BROADCASTING.

General manager with sales record in small market. For southern station in resort community. Good salary plus override. Great opportunity. State background, date of availability and picture. Box 821A, BROADCASTING.

Manager for a power Gulf-south station covering local market of 175,000. Need hard selling man who is willing to work to develop potential. This is a multiple operation with fringe benefits including stock deal for proven man. Contact Joe Carson, phone 482-6133, Meridian, Mississippi.

Suburban-Chicago fm. Needs aggressive sales-minded manager. Take full charge. Salary plus percentage. No competition. Tremendously growing market. Write: George W. Sullivan, 111 West Washington, Chicago 2, Illinois.

Sales

$100-$150 weekly guarantee plus commission and bonus plan for aggressive self-starter salesman. Top station Washington, D.C. market. Box 867P, BROADCASTING.

University town in Wisconsin, 125,000 population Christian fm station. Prefer experienced man. Salary and commission, all fringe benefits. Good insurance man also considered. Box 648A BROADCASTING.

Experienced, mature salesman needed by leading east Texas metropolitan station. Should know all phases of station operation, including how to tape spots, and must have ambition to make nine to twelve thousand a year. We have a bountiful market and excellent working conditions. Box 786A, BROADCASTING.

New Pennsylvania am radio daytime station going on air in fall now assembling staff. Need men in sales, announcing, combination announcing-programming. We have chief engineer and newsman. Permanent employment. No floaters. Box 810A, BROADCASTING.

Permanent career in radio sales at prestige adult appeal station for solid, creative salesman with experience, initiative and desire to make money. Southern coastal medium market; well rounded economy. Account list with excellent potential. Write Box 812A, BROADCASTING.

Sales experience, first fone, managerial ambitions qualifies you for employment in southern town of 5000. Write Box 836A, BROADCASTING.

Experienced time salesman. $100 per week draw against 15 percent and car allowance. Send full details to Jim Hairgrove, KBRZ, Freeport, Texas.

Salesman—Enjoy life in cool, colorful Colorado. Salary-commission. Ellis Atteberry, KCOL, Fort Collins.

Salary unlimited to right man. Live and work in Missouri's largest vacation area, The Lake of the Ozarks. Must be experienced, dependable and a hustler. Year around potential. Contact Jim Risner, Owner, Manager, KRMS, Osage Beach, Mo.

Salesman—unusual opportunity. Expanding, young, aggressive organization. Bill Warren, WHLT, Huntington, Indiana.

Help Wanted—(Cont'd)

Sales

Experienced salesman for southern Michigan station. Weekly guarantee with liberal commission. Good opportunity. WHMI, Howell, Michigan.

Wanted: A top-notch local salesman in one of the nation's fastest growing markets. Contact Harold Jensen, % Radio Station WKOW, Madison, Wisconsin.

Midwest placement! Write Walker Broadcast Division, 83 So. 7th St., Minneapolis 2, Minn. for application.

Announcers

Modern number one format station in one of ten largest markets auditioning fast-paced, live-wire announcers. Key station leading chain offers big pay, big opportunity. Send tape to Box 864P, BROADCASTING.

Solid air salesman with first phone for aggressive, smooth sounding station in beautiful California medium size city. Ideal climate. Our business: To serve, to service, to sell. Complete market and employment information in response to your resume, reference and 7½ rpm tape. Box 409A, BROADCASTING.

Chief announcer—5 kw network—east. Some experience in all types of announcing and public service. Must cooperate with and coordinate work of program, sales and traffic department. Management ability will be developed. Mail necessary information to Box 613A, BROADCASTING.

Two experienced negro deejays for large eastern metro station. One must be top personality, the other a summer replacement staffer. Excellent pay. Rush tape, resume and photo. Box 723A, BROADCASTING.

Young aggressive announcer-program director, needed at fast growing adult programmed fulltime am and fm station located in major Michigan market. Send photo, tape, and complete resume to Box 755A, BROADCASTING.

Announcer-engineer needed for major market independent. Must be competent 1st class ticket engineer, who can do commercial dj show. Rush tape and letter of background including references to Box 779A, BROADCASTING.

Top station in a smaller northeast metro market needs a good combo man for evening shift. Fine community and excellent living and working conditions. Want stable man good on dj and news. Salary open. Send resume to Box 799A, BROADCASTING.

Experienced mature announcer for sales and all other duties, single station market. First class ticket not required. $400.00. Give full details experience. Box 802A, BROADCASTING.

Experienced play-by-play sportsman, all sports, to assume sports director job at midwest kilowatt. Must double in news or deejay slot. Must hear tapes to consider. $500 only a start for right man . . . who must love to work. Send tapes and cover letter immediately to Box 803A, BROADCASTING.

Live wire dj ready for program director. Interested in bright, fast radio and tv combination. Box 807A, BROADCASTING.

One of Montana's leading stations needs an experienced announcer with first phone. Solid adult operation. High caliber man will be paid accordingly. Box 823A, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Need announcer-engineer with first class license for all night show on station in top 50 market, top 40 format. Rush tape to Box 832A, BROADCASTING.

Women—Opportunity to earn extra money by recording for good local accounts. Send audition. Box 10513, Tampa 9, Florida.

KBUD, Athens, Texas seeking experienced staff announcer.

Announcer with first phone. Progressive group operation, day shift, immediate opening. Phone Harry Becker or Don Rhea at 1010, KVNC, Winslow, Arizona. Above average salary.

Immediate opening for announcer with first phone. Wire or call Dan T. Griffin, WBIG, Greensboro, N.C.

Central Florida daytimer will have September openings for two competent staff announcers. Send tape and other data to Station Manager, WCPA, Clearfield, Pennsylvania.

1 kw daytimer with Schafer automation needs experienced announcer. Send tape, resume, salary to Harold Graves, WDOS, Oneonta, N.Y.

Immediate opening for vacation announcer in radio-tv-fm station. Send tape, photo, full particulars first letter to Earl Johnson, WFBM, Indianapolis, Indiana.

Morning dj, afternoon news. Immediate opening. Contact Clair Meekins, WFIN, Findlay, Ohio.

Announcer-copywriter at adult program station. Ability to write and announce must be in keeping with prestige programming. WJBL, P.O. Box 808, Holland, Michigan.

Announcer, with 1st phone, maintenance with some engineering, board shift. Send resume, photo, audition tape, salary requirements to WJUD, St. Johns, Michigan.

WRMF, Titusville, Florida, next door to Cape Canaveral. Opening for announcer-salesman. Permanent job.

Midwest placement! Write Walker Broadcast Division, 83 So. 7th St., Minneapolis 2, Minn. for application.

California calling. If you are a versatile announcer with first phone who wants to work in stable operation in a lovely town of 45,000 that features network and local news plus good listenable music, then let's exchange information. You tell us all about yourself with complete resume of experience, references and send tape cut at 7½ rpm with commercials, short news, music intro and ad lib. We will answer promptly with information on the most beautiful area of California, plus our salary, fringe benefits and major medical plan, send to Foy Willing, P.O. Box 1651, Salinas, California.

Technical

Experienced engineer—East coast (southeast) station. 5 kw daytimer remote control. 15 to 20 hours announcing; will train. Good salary. Box 686S, BROADCASTING.

1 kw daytimer NYS needs chief. Schafer automation, Gates transmitter and remote. Box 718A, BROADCASTING.

Wanted: Chief engineer—immediate opening—for south Florida full-time operation with am-fm responsibility. Secure position, ideal family living in growth area. Write Box 774A, BROADCASTING with background data and salary requirements.

Help Wanted—(Cont'd)

Technical

Progressive midwest station, television and radio, has openings for technicians and engineers. Box 811A, BROADCASTING.

Chief engineer-announcer; immediately for 500 w remote control daytimer. Near Palm Beach, Florida. Prefer young man minimum 2 years experience. Room for advancement. Tell all in letter. Box 819A, BROADCASTING.

Wanted, engineer, first license western Pennsylvania. Experience not required. Address Box 833A, BROADCASTING

Do you have a first fone, some announcing and sales experience, a desire for management, a willingness to live in small southwestern town, become active in community and promote radio, ambition to get the necessary experience for metropolitan job? If you have the above, write details with pictures. Box 835A, BROADCASTING.

Engineer for Washington, D.C. area station. Some experience required. Box 854A, BROADCASTING.

Studio and transmitter engineers. Send complete resume, references and recent snapshot first letter. Lad F. Hlavaty, Chief Engineer, KCRG AM-TV, Cedar Rapids, Iowa.

Wanted: Chief radio engineer. Brand new equipment. 1 kw, am. 50 kw fm. Excellent working conditions and benefits. Write experience and background to Claude Schoch, Vice President, WMIX, Mt. Vernon, Illinois.

First phone engineer for am-fm operation and maintenance. Must be experienced. WSBC, Chicago 12, Illinois.

Midwest placement! Write Walker Broadcast Division, 83 So. 7th St., Minneapolis 2, Minn. for application.

Production-Programming, Others

Where can we find continuity writer with first phone. Outstanding opportunity with solid northwest station. Join an established operation at good pay with unlimited opportunity. Box 824A, BROADCASTING.

Copywriter—Man, experienced, to head up copy department of dominant station in solid, attractive midwest market. Permanent position, with full company benefits. Straight copy and production spots. Send resume of background, also samples of work, if possible. WMAY, 711 Myers Bldg., Springfield, Illinois.

Do you want to live in northern California or southern Oregon and work in radio or tv? Write Don Telford, Box 1021, Eureka, California.

RADIO

Situations Wanted—Management

Manager-mature, experienced small-medium markets. Know all phases, agencies, strong in sales. Currently in metro market, prefer medium market life. Box 772A, BROADCASTING.

11 years experience all phases radio and tv including successful ownership. Seeking above average position. High tv-radio-credit references. Have money. Car, travel. Western states. Box 780A, BROADCASTING.

I'm ready for management. Top-flight dj, ce, pd. Minimum $150. Box 781A, BROADCASTING.

Manager. Radio and tv. Sales, programming, administration, production. Capable. Box 784A, BROADCASTING.

Manager, assistant or sales. Small, medium market. College town preferred. Box 791A, BROADCASTING.

Absentee owners: Versatile couple available relocation station management. Offer 37 years combined experience. Excellent in sales and production. Box 806A, BROADCASTING.

Manager/sales manager; Now employed, successful record every respect. Personal sales tops in market. Interested in greater earning opportunity. Family man, good reputation, self starter, thoroughly experienced. Confidential. Box 814A, BROADCASTING.

Situations Wanted—(Cont'd)

Management

Sales manager/manager Small or medium market station. Heavy on local, regional, saturation plans, participation segments. Solid experience in independent programming news and music. 15 years in radio. Highest industry references. Box 211A, BROADCASTING.

Sales manager—program director team in one of the top ten markets, completely familiar with major market operations, willing to relocate with modern, aggressive organization. If you desire profitable ratings contact Box 816A, BROADCASTING.

Harvard Business School graduate, 29, married, excellent marketing, public relations, and administrative abilities, strong interest in civic responsibilities, president of corporation, desires station manager position. Box 818A, BROADCASTING.

Twenty years active service in industry. Complete knowledge every aspect radio. Age 35, aggressive, personable. Now in N.Y.C. seek new directions and challenging assignment as manager of small or medium market property with great growth potential. Acquainted with most competitive markets. Box 831A, BROADCASTING.

Management-sales manager twelve years experience in all phases of radio. Two years network staff experience, three years country dj experience. Worked independent stations from sports announcer to chief announcer, sales manager, and station manager. Proven record in sales and management. Guarantee to make your station go. Prefer south east, or south west. College degree. Highly adaptable. Hard worker. Thirty four years old. Family man. Prefer part ownership of station. Available for interview after July first. On vacation in west until that date. Send inquiries to: Thurston Springer, 761 Virginia Ave., Gallatin, Tenn.

Sales

Salesman-sales manager. Excellent record. Box 575A, BROADCASTING.

Announcers

Sandwich family contemplating steaks. With more audience than other five stations combined, I've exhausted present situation. Considering modern operations in larger metropolitan market. $10,000 minimum. Box 813A, BROADCASTING.

Top morning team, presently with major station in one of top ten radio markets desires permanent change. Would consider radio-television combo. Excellent with production, characters, promotions and commercials. Highest references. Box 795A, BROADCASTING.

News, staff, personality announcer. 25, mature, college grad, Korean vet. Most vicinities considered. Would prefer warm climate. Send for details. Box 565A, BROADCASTING.

Announcer. Primarily personality and news, versatile. Experienced, college graduate, family. Box 717A, BROADCASTING.

Morning man. Happy swinging—not screaming—adult show. Start your broadcast day on top. Present employer does for only $125. Box 728A, BROADCASTING.

Announcer, wants job. Will travel anywhere. Some experience. Available now. Box 729A, BROADCASTING.

Multi-talented combination man seeks multi-faceted position in multi-station eastern market. Box 737A, BROADCASTING.

PD and sports, 7 years experience, play-by-play, college graduate, 26, married. Employed, good character and references. Box 761A, BROADCASTING.

5 years experience. Staff, dj, play-by-play. Relocate east. Box 773A, BROADCASTING.

Attention: New York, Chicago, Philadelphia and other top ten markets. Thoroughly experienced announcer in all phases of broadcasting seeking position on staff or as dj. No top 40s please. Box 770A, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

DJ, hillbilly and pop, 12 years experience, married, wants to locate in Piedmont section of North Carolina. Box 775A, BROADCASTING.

Attention Cincinnati, Dayton, Columbus, Cleveland, Akron-Youngstown, Pittsburgh! Announcer-dj, 11 years experience all phases radio. Variety music, remotes, audience participation shows specialty. Strong on ad-lib, good music, production. Prefer radio-tv combination, will consider either. Sober family man, solid citizen. Personal interview. Write Box 778A, BROADCASTING.

Two man team. Now top morning show midwest. Will travel. Box 782A, BROADCASTING.

Announcer, experienced. Sincere, versatile. Seeks radio/tv opportunity. Box 783A, BROADCASTING.

Not best . . . yet. Out of radio school, want to work. Don't like to kid people, just want to work as announcer, single, 20, locate anywhere . . . Money? Give me enough to live on. Hurry. Box 785A, BROADCASTING.

Good music station announcer-pd while serving as ce. See me under engineers. Box 787A, BROADCASTING.

DJ-newsman, married, presently employed, 4 years solid radio background with indie and net affiliate, $125 weekly, no format, desire Illinois outlet. Box 789A, BROADCASTING.

Announcer—26, single, 6 years experience, college grad, veteran, employed CBS affiliate in 4 station market. Desire change to larger market in southeast. $110.00 minimum. Box 792A, BROADCASTING.

Announcer: Zowie! Personality, voice, creativeness. Any format. Limited tv-radio. Rush. Box 801A, BROADCASTING.

Announcer-newsman, 7 years experience, first phone, good voice. Seeks Illinois, Tape. Box 822A, BROADCASTING.

Announcer: Staff, news, music, sales, public relations. College, broadcasting school, private training. Single, Korean veteran. Box 829A, BROADCASTING.

Versatile, experienced, N.Y. deejay seeks radio and/or tv position in major market. Dependable, married, six years of all-around duties. Box 830A, BROADCASTING.

Metropolitan market only. Eight years experience all phases. Presently top show (Pulse) in seven station market. Will consider pd. Currently earning one thirty five plus. Box 838A, BROADCASTING.

First phone, potential announcer. Would like little announcing. Near university. Box 839A, BROADCASTING

Good news—pen, air. DJ stint, genuine personality. Adult appeal. Box 841A, BROADCASTING.

Newsman—write, edit, report local news. Mobile, beeper, tape. Double dj Box 842A, BROADCASTING.

Experienced local, radio press, UPI audio news. Adult appeal as dj. $95. Box 843A, BROADCASTING.

Major air personality in market of almost two million. Five years experience. Bright sound. Now making over $100 per week. 26; married; college graduate. Box 845A, BROADCASTING.

Top news and sports man, deejay too. College degree in radio and television. Six years experience. First phone. Prefer west. Box 848A, BROADCASTING.

Combo dj-engineer first phone, southern style, ten years experience. Box 851A, BROADCASTING.

Announcer-operator, deejay, news, 3rd ticket. Not greedy but must eat. Keith Allgood, 11228 Remer, El Monte, Calif. GL 8-2656.

Country music dj. 1st phone. Married, wishing to settle southeast. Comf. salary, tape. Phil Sutton, 349 E. Queen St., Apt. 220, Inglewood, Calif.

Situations Wanted—(Cont'd)

Announcers

Dependable young air personality looking for larger market. Just completed stint with No. 1 outlet in four station market. Wants permanent position with music operation. Holds all age groups with current pop format. Opportunity and advancement are paramount. Available at once. Will travel and will wait for top spot Jack DuLong, 7731 Forest Perserve Drive, Chicago 34, Illinois. Phone ME 7-0238.

Young, alert announcer loves tight production, lightning fast on board. Will travel. Some station promotion and programming. Wants progressive station with future. Call, write or wire. John O. Griffin, Jr., 2219 Belmont Blvd., Nashville 12, Tenn. AM 9-4284.

Negro dj handle all phases of announcing, operate own board, strong on dj personality, no actual air experience, willing to learn, will travel. Nathaniel Logan, 240 W. 103rd St., N.Y. 25, N.Y.

Negro announcer, dj. Producer, network experience, 20 years. References, age 36. All music. Mannie Mauldin, 360 East 55th St., Oakland 4-8300, Chicago 15, Illinois.

Available immediately, experienced announcer. Tape available, references. Ron Mendler, WMIK, Middlesboro, Ky., phone 980.

Qualified sportscaster and staffman. Desires permanent move to medium or large market, or radio-tv combination. Employed, 28, family, college. Larry Myers, 1202 Harrison, Canon City, Colorado.

Does eastern fm station need superior announcer experienced classical and quality jazz programming. 34 years old, married, dependable, congenial. Bob Shields, New Milford, Conn.

Negro disc jockey looking for work. 101 West 143rd St., N. Y. 37, N Y. Phone collect AD 4-4180. Dick Wilson.

Technical

Chief engineer—qualified and experienced in construction, maintenance, directionals and measurements. Box 688A, BROADCASTING.

Chief, good music station. Absolutely tops. Experienced, competent announcer. Successful telephone show. Young, highest character. References. Want stability. West only. Box 787A, BROADCASTING.

Competent chief available. Experienced to 10 kw directional. Southwest metropolitan market. $120. Salary minimum. Box 815A, BROADCASTING.

First class engineer and salesman. 11 years experience. Prefer Arkansas, Louisiana, Texas. Available immediately. Write Box 834A, BROADCASTING.

Position in or near N.C. 31 years old, married, 1st phone, technical experience. No b.c. experience Jimmie Wootton, Wendell, N.C.

Production—Programming, Others

Rebuilding? Alert young top market assistant ready to program. Five figures. Box 777A, BROADCASTING.

Program director, all phases eleven years. Seek demanding position northeast, market size secondary. Presently news-sports, desire return adult programming. Strong news, copy production. Newspaper background. Box 793A, BROADCASTING.

Wanted . . . relief from big city rush. Presently program director of metropolitan power station desire smaller market position of responsibility. 16 years experience. Box 797A, BROADCASTING.

Energetic, young program director—assistant manager wishes to relocate with forward looking company. Capable administrator—ideas, copy, promotions—a good right arm for you. Write Box 809A, BROADCASTING.

12 years experience, managerial, programming, dj, from small to metropolitan markets. Currently employed major market. Have used all formats. With present organization almost 3 years. Family man, college degree. $170.00 minimum weekly. Reply to Box 827A, BROADCASTING.

Situations Wanted—(Cont'd)

Production-Programming, Others

Sick station? What are the symptoms? Unproductive production? Sloppy copy? Hammy programming? Announcers sound like bouncers? Getting no promotion? To cure these ills, don't take pills. Take this team. Two men who work together and work hard. 22 years combined experience. Box 847A, BROADCASTING.

One of the best young news directors in the medium market will be available August 1. Top-notch play-by-play and sports. Prefers south or midwest, but will consider anyplace. $500 a month. Box 853A, BROADCASTING.

TELEVISION

Help Wanted—Sales

Major New England television station in thriving market is seeking an aggressive salesman to service local accounts. Must be personable and experienced in either radio or television sales. Highest professional and personal references required. Box 641A, BROADCASTING

Aggressive salesman for local sales. The future is here if you have the ability. Experience in radio or tv necessary. Must have car. Good earnings at the start with unlimited potential. Family man preferred. Station is tops in the area. Full CBS, ABC schedule. All the advantages of raising a family in a small, friendly community. Send complete resume, references and photo. Jack Gilbert, KHOL-TV, Kearney, Nebraska.

Technical

Full power Florida vhf seeks first phone transmitter engineer immediately. Good pay, pension, insurance benefits. Box 705A, BROADCASTING.

Wanted: Chief engineer for am-fm-tv station. Rocky Mountain, west. Full power network tv. Must be top man. Send complete resume, references, salary required. Our employes know of this ad. Box 753A, BROADCASTING.

Wanted: Experienced tv transmitter engineer. RCA TT25BL transmitter. Position now open. Contact Chief Engineer, KCSJ-TV, Pueblo, Colorado.

Production-Programming, Others

Wanted: Experienced sales traffic gal for top eastern metropolitan tv station. Gal who loves hard work, responsibility, and wants to work with congenial group in an aggressive area. State qualifications, salary, and include photo if possible. Replies in strictest confidence. Box 840A, BROADCASTING.

Need tv newsman for 6 P.M. & 10 P.M. news. Real news experience required, with smooth, authoritative delivery. Top station, medium market, although small town. Send full details, picture and tape to Jack Gilbert, KHOL-TV, Kearney, Nebraska.

Need immediately, experienced copywriter male or female. Above average salary, insurance benefits, pleasant working conditions. Submit sample copy and salary requirements, recent photo and background resume. Mail to Program Director, WTVO-TV, Rockford, Illinois.

TELEVISION

Situations Wanted—Management

Station manager. Thoroughly experienced and successful in competitive broadcasting administration—sales management—sales—programming—18 years (TV-7 years). BA degree; 36; high-type. For past year, CBS radio station manager—sales manager in 1½ million market. Present opportunity for advancement too limited. Can produce efficient, high-caliber, profit-making operation in larger or small market—radio or tv Have done it; am doing it. Box 844A, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Commercials my first love. Strong on news. Four years radio. Veteran, 27, mature. Prefer personal interview and audition. Box 846A, BROADCASTING.

Experienced television announcer, college degree in radio and television. First phone. Prefer west. Box 849A, BROADCASTING.

Technical

Recommendable personnel completing rigid internship seeking studio operations job, technical or production. Contact Intern Supervisor, WTHS-TV, Miami.

Production-Programming, Others

Production manager-director in top market. Seeks producer-director position in larger market. Family, 33 years, college graduate. Box 552A, BROADCASTING.

Have five years experience major market tv producer, director, switcher; good business background; top abilities; master of science in business administration. Want sales, programming, or production position. Box 776A, BROADCASTING.

Experienced newsman, tv photographer, dj, sports. Vet, college grad, family. Prefer Florida market. Box 798A, BROADCASTING.

Want television. Minimum radio experience. Trained for tv, will travel. Box 804A, BROADCASTING.

News-director/editor/'caster. Major market experience emphasizing intensive local coverage. Box 850A, BROADCASTING.

FOR SALE

Equipment

Multiplex receivers Bogen model RM2. 16 sets like new. Best offer over $100.00. Box 706A, BROADCASTING.

1-General Radio noise and distortion meter. Model 1932A. 1-General Radio low distortion oscillator model 1301A. (Good condition) $550.00. Box 790A, BROADCASTING.

RCA microwave operators—eliminate blower vibration, stray fields, and chance of costly failure by converting your RCA microwave transmitter to use a conduction cooled Klystron. Conversion kit $175.00. Literature available. Broadcast Engineering Company, Box 808A, BROADCASTING.

FM frequency monitor (General Electric-BM-1-A), excellent condition. $750.00. Write to Box 852A, BROADCASTING.

Tape recorders, several Ampex 350 console, half track, 7½ and 15 ips. Excellent. $1000 each, $1050 crated. Radio station KCHJ, P.O. Box 966, Delano, California.

FM transmitter for sale. Western Electric type 504B-2. Three kw. Has 5530 type tube in final amplifier. Needs slight amount of work in divider panel, otherwise in excellent condition. Has special blower motor (ball bearing) for final amplifier. Priced for quick one price sale—$3500.00 plus crating and cartage. F.O.B. KRKD, Los Angeles 31, California.

Converted Fixible bus mobile unit complete with air conditioning, tables for four camera pick-up, ready for operation. KSTP-TV, Saint Paul, Minnesota.

Studio equipment, consoles, amplifiers, recorders. Gates, Magnecord, Presto and others. Used, good condition, real work horses. Write for description, price and terms. Luke Stripling, KTLW, Texas City, Texas.

RCA type 66A modulation monitor, $250. Also RCA 475C frequency monitor with RCA 681B frequency deviation meter, $395. WCAR, 14333 Vreeland RD., Trenton, Michigan. ORleans 6-2484, J.R. Balmer.

One Schaeffer remote control unit, complete—$500.00. WCOA Radio, Inc., Pensacola, Florida.

FOR SALE

Equipment—(Cont'd)

Going into fm? WEAW-FM is going to higher power and will have available July 1st the following equipment complete with extra tubes, etc. Equipment is now in operation and radiates 36 kw. (Our cp is for 192 kw). Collins 5 kw model 732-A transmitter, $5,000. 8 Bay Collins model 37-M series ring antenna with 200 feet of 1 and 5/8 inch coax, $1,200. Price for both together, $5,500. First check for $1,000 down holds equipment for your use. Also available G.E. type BC-1-A model 4BC1AZ dual channel 25 console, $300. Ed Wheeler, WEAW, Evanston, Illinois. University 4-7600. 1700 Central St.

For sale on ground—1 Truscon 400 foot guyed tower, complete with base insulator and lighting. Will support small tv or fm antenna. 1 RCA AGC amplifier BA-21A. 1 Tapak portable battery operated tape recorder. 1 Taco heavy duty 72 ohm Channel 3 antenna. 1 RCA TK1C monoscope camera in use two years. Contact Chief Engineer, WINR-TV, Binghamton, New York. Telephone—RA 3-8251.

Collins 21A 5 kw transmitter maintained in original condition. Now available. Examine under operating conditions. Excellent quality. Ten years old. Price $4,500. Terms. Address Radio Station WISE, 75 Scenic Highway, Asheville, N.C.

For Sale. Used and in excellent condition 21 sections 6 1/8" Steatite transmission line. 51.5 ohms RCA MI-19314 at $116 per section. Contact B. Wolfe, Chief Engineer, WJZ-TV, Baltimore, Maryland.

Gates RDC10 remote control unit complete. Has rf amplifier, perfect condition, must sell, make offer. WPAP, Fernandina Beach, Florida.

Anything in broadcasting field from a tube to a tower sold or bought. Electrofind, 550 Fifth Avenue, N.Y.C.

Video monitors. Closed circuit and broadcast, Foto Video Laboratories Inc., Cedar Grove, New Jersey, CE 9-6100.

Gates BF-3E fm transmitter. Two years old. Recently removed from station trading for higher power. Recommended operating power, 2250 watts. Completely reconditioned and with new tubes, as necessary, fully FCC approved. Price of $6500.00 includes crystal and tuning to your frequency. Available about three weeks after order or time to tune and test. Write or wire: Mr. Gene Edwards, Gates Radio Company, Ph. BAldwin 2-8202, Quincy, Illinois.

Complete uhf television equipment. RCA-TTU-1B transmitter, studio cameras, projectors, micro-wave gear. Excellent condition. Sacrifice all for quick sale. Write or wire Mel Lucas, P.O. Box 593, West Sacramento, California.

Tv Video monitors. 8 Mc., metal cabinets starting at $199.00. 30 different models 8" thru 24" Miratel, Inc., 1080 Dionne St., St. Paul, Minn.

Teflon coaxial transmission line 1 5/8", 51 ohm. Unused. Suitable for am, fm, vhf-tv, communication systems, and some microwave frequencies. RETMA flanges. Write: Sacramento Research Labs., 3421-58th Street, Sacramento 20, California.

200 foot guyed triangular tower. Good condition, ready to move midsummer from Monterey, California. B.P. Timothy, 1590 Sheridan Road, Lake Forest, Illinois.

Tower erection, tower painting, coaxial line repairs, mechanical inspections, grounding systems, lightning rods, lightning protection systems. Financing if desired. Tower Maintenance Co., Inc., 410-7th Ave., N.E., Glenburnie, Md. Day phone SO 6-0766—Night and emergency phone SO 1-1361. Write or call collect.

WANTED TO BUY

Stations

Station or **cp** wanted east or south, 100,000 to 500,000 market population. Financially responsible. Expert operator has exceptionally lucrative offer for right station. Confidential. Box 577S, BROADCASTING.

WANTED TO BUY

Stations—(Cont'd)

Would like to buy a radio station in the east with down payment from $8,000 to $13,000. Box 742A, BROADCASTING.

WANTED TO BUY

Equipment

Wanted: 10 kw am transmitter in perfect condition. Box 805A, BROADCASTING.

Wanted—UHF equipment for channel 43, especially antenna. Box 826A, BROADCASTING.

One or two Dumont camera chains. State price and condition first letter. Box 837A, BROADCASTING.

Wanted: 200 foot self-supporting tower. Henry Fones, Chief Engineer, WDIA, Memphis, Tennessee.

Wanted, am frequency monitor also fm frequency-modulation monitor. State frequency, age, condition. WINF, Manchester, Conn.

Audio console and turntables, good or repairable. WTOS, 2529 N. 114th Street, Wauwatosa, Wisconsin.

2 kw high band tv transmitter, 500w hi band trans. chan 9 and 10. Antennas 10-25 kw. STL, studio equipment. Technical Systems Corp., 12-01 43rd Avenue, LIC 1, N. Y.

Wanted—Used transmitting and antenna equipment for maximum power on Channel 3 installation. Write or call Harold Thoms, 75 Scenic Highway, Asheville, N.C., phone ALpine 4-4448.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

Announcing, programming, etc. Twelve week intensive, practical training. Brand new console, turntables, and the works. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting June 29, August 31, October 26, 1960. January 4, 1961. For information, references and reservations write William B. Ogden, Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Request brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

FCC license in six weeks. Classes 9 a.m. to 6 p.m. five days a week. Tuition $300. We have no failures. The Pathfinder Method. 510 16th St., Oakland, California.

Be prepared. First phone in 6 weeks. Guaranteed instruction. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

MISCELLANEOUS

Funniest one-liners ever created. Produced on tape especially for your show or station. Rush letterhead request for sample tapes! Box 732A, BROADCASTING.

RADIO

Help Wanted—Sales

LOCAL SALES MANAGER

Number one station in top-25 market. Northeast. Fulltime regional. Outstanding opportunity.

Box 800A, BROADCASTING.

Technical

ENGINEERS

Small outstanding 50 kw Eastern clear channel station in large market, needs men for both studio and transmitter. Good pay and company benefits. All replies confidential.
Box 828A, BROADCASTING.

RADIO

Situation Wanted—Sales

FLORIDA OWNERS

Top sales and program executive. 15 years as General Manager, sales manager, program director, network news commentator, news director, announcer, writer. 37, married. Wants to return to broadcasting. Now with Miami agency.

Box 825A, BROADCASTING

Announcers

Young employed L. A. D.J. has eyes to swing in smaller southwest market with P.D. Gig—Dig?

Box 796A, BROADCASTING

EMPLOYMENT SERVICE

STEP UP TO A BETTER JOB THE EASY WAY!!

Many announcers and others have found that it pays to get your job through professional placement.

TOP JOB PLACEMENTS IN THE SOUTHEAST

Free registration — Conf. Service
Professional Placement
458 Peachtree Arcade
JA 5-4841 Atlanta, Ga.

STRICTLY CONFIDENTIAL

If you have a television or radio station in a Major market and wish to sell directly to buyer, contact:

G. BENNETT LARSON
Phone: Granite 2-5189
Write: 956 Chantilly Road
Bel-Air, Los Angeles 24, Calif.

TELEVISION

Help Wanted—Sales

LOOKING FOR AN OPPORTUNITY TO PROGRESS?

If you can answer YES to the following questions, you may be on your way to an exciting and profitable future.

- Do you have a thorough knowledge of television transmitters and video equipment?
- Would you enjoy working for a top manufacturing company in the mid-west?
- Would you like to have the position of Television Equipment Sales Manager located in the Company headquarters?
- Would you enjoy an increase in your present salary?
- Does a complete company benefit program including profit sharing, appeal to you?
- Are you looking for a permanent position with unlimited opportunites?

If so, send complete resume and photo with first letter to:

Box 817A, BROADCASTING

FOR SALE

Equipment

EQUIPMENT FOR SALE

RCA 3 kw fm transmitter. Available within 15 days. Now operating. Best price over $4000. Delivered continental USA. Reply:

Box 820A, BROADCASTING.

Want a BRAND NEW "One"?

Gates BC-1T 1 KW AM transmitters are in stock for immediate delivery, factory tested to your frequency. Terms where desired. Want to trade?

GATES RADIO COMPANY
Quincy, Illinois

MISCELLANEOUS

Specializing in Broadcast Telemetry

Radio Remote Control and Multiplex Systems
For
STUDIO TRANSMITTER LINKS
John A. Moseley Associates
Box 3192 Woodland 7-1469
Santa Barbara, California

STATIONS — FOR SALE

1000 WATT DAYTIMER

Heart of Central Florida Progressive station—Terms Principals only write

Box 794A, BROADCASTING

Va.	Single	1kw-D	$80M	terms
Cal.	Single	2 0w	68M	15 dn
Pa.	Single	Daytimer	65M	29%
Miss.	Single	250w	39M	15 dn
Ill.	Single	Daytimer	95M	29%
La.	Single	Regional	53M	terms
Va.	Single	250w	60M	29%
Fla.	Small	Fulltime	55M	terms
W.Va.	Small	Local	40M	10 dn
Fla.	Medium	Regional	175M	terms
Cal.	Medium	1kw-D	70M	29%
N.Y.	Medium	1kw-D	150M	terms
Fla.	Medium	Regional	230M	29%
Cal.	Metro	Daytimer	175M	terms
Fla.	Large	Regional	185M	29%

And Others

PAUL H.
CHAPMAN COMPANY
INCORPORATED
MEDIA BROKERS

Atlanta Indianapolis Los Angeles
Nashville New York San Antonio
San Francisco Seattle Troy, O.

Please Address:
1182 W. Peachtree, Atlanta 9, Ga.

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS
ESTABLISHED 1946
NEGOTIATIONS MANAGEMENT
APPRAISALS FINANCING
HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

GUNZENDORFER

CALIFORNIA. Excellent frequency 500 watt daytimer. An earner. Growing market. Asking $150,000. 29% down. 10 year payout.

* * * * *

OREGON 250 watt fulltimer with network service. Price $80,000. Owner's say sell with $12,500 down. Long payout. **WASHINGTON** television station with network service asking $350,000. Terms. **CALIFORNIA** fulltimer in active northern city of 15,000 people asking $60,000 with $17,400 down $300 a month payout.

WILT GUNZENDORFER AND ASSOCIATES
8630 W. Olympic, Los Angeles, California
Licensed Brokers—Financial Consultants
Phone OLympia 2-5676

NORMAN & NORMAN
INCORPORATED
Brokers — Consultants — Appraisers
RADIO-TELEVISION STATIONS

$300,000—Colorado
29% down—7 yr.—6%—top Hooper
$350,000—California—Terms
$125,000—Illinois—Single Mkt.
$525,000—Mountain—Metropolitan
$370,000—Illinois—Metropolitan

Security Bldg. Davenport, Iowa

Southwest fulltime medium market money maker. $115,000 29%—Mid-West fulltimer. In black. Valuable real estate incl. at $150,000 29%—Rocky Mt. regional. $40,000 29%—West Coast fulltime regional. Big profits. $375,000 29%. PATT McDONALD, Box 9266, Austin, Texas. GL. 3-8080. Or. Jack Koste, 60 E. 42nd., NY 17, NY. MU. 2-4813.

STATIONS FOR SALE

ROCKY MOUNTAIN. 50% and management for sale. $5,000 down to right party.

ATLANTIC COAST STATE. Full time. Asking $75,000 with 29% down.

SOUTHWEST. Full time. Large market. Asking $275,000 with 29% down.

ROCKY MOUNTAIN. Daytimer. Good frequency. Doing $58,000. Asking $68,000.

SOUTHWEST. Powerful daytimer. Absentee owned. Doing $80,000. Asking $135,000 with 29% down.

ROCKY MOUNTAIN. Profitable. Full time. Network. Asking $100,000 with 29% down.

JACK L. STOLL & ASSOCS.
Suite 600-601
6381 Hollywood Blvd.
Los Angeles 28, Calif.
HO. 4-7279

Dollar

for

Dollar

you can't beat a classified ad in getting top-flight personnel

Continued from page 113

Ore.; K70BR, Durango Tv Translator, Durango Junior Chamber of Commerce Inc., Durango, Colo., K70BJ, K74AV, El Paso Natural Gas Co., Navajo Compressor Station, Ariz.

WLOL-FM Minneapolis, Minn. — Granted cp to increase ERP to 19.5 kw; decrease ant. height to 380 ft., install new type ant. and make changes in ant. system; remote control permitted; waived Sec. 3.205 of rules so that station location may be specified as Minneapolis, Minn.

KDLA DeRidder, La.—Granted cp to install new type trans.

WNBF-FM Binghamton, N.Y. — Granted cp to install new type trans.; condition.

WICA-FM Ashtabula, Ohio — Granted mod. of cp to increase ERP to 200 kw; waived Sec. 3.317 (a)(1) of rules to permit use of trans. with power output rating of 15 kw.

KDMI (FM) Des Moines, Iowa—Granted mod. of cp to increase ERP to 115 kw, ant. height to 300 ft., change ant.-trans. and main studio location, change type trans. and new type ant. and make changes in ant. system.

WSNO Barre, Vt.—Rescinded commission action of May 16 granting license for am station and specifying main studio location.

WJMO Cleveland Heights, Ohio—Rescinded commission action of May 17 granting license covering change in ant.-trans location; make changes in ant. system; change type trans. and operate by remote control.

■ Following stations were granted extensions of completion dates as shown: KDES Palm Springs, Calif. to Oct. 9, and *WFSU-TV Tallahassee, Fla. to Dec. 21.

Actions of June 1

WCOW-AM-FM Sparta, Wis. — Granted transfer of control from **Verna H. Rice**, individually and as executrix of estate of **Z.S. Rice**, deceased, to **Verna H. Rice.**

KOIL-FM Omaha, Neb.—Granted assignment of license and SCA to Central States Bcstg. Inc.

WWJB Brooksville, Fla.—Granted assignment of license to Brooksville Bcstg. Service Inc.

WOTT Watertown, N.Y.—Granted license for am station; condition.

WKDN-FM Camden, N.J. — Granted license for fm station.

WEEI Boston, Mass.—Granted mod. of licenses to operate main and auxiliary trans. by remote control; conditions; without prejudice to such action as commission may deem warranted as result of its final determinations wth respect to: (1) conclusions and recommendations set forth in report of network study staff; (2) related studies and inquiries now being considered or conducted by commission, and (3) pending antitrust matters.

KIDO Boise, Idaho—Granted mod. of license to change studio location and operate trans. by remote control; conditions.

WHIO Dayton, Ohio—Granted cp to install new alternate main trans. (present main trans. location); remote control permitted.

KOCA Kilgore, Tex. — Granted cp to change ant.-trans. location and changes in ant. and ground system; remote control permitted.

WJDX-FM Jackson, Miss.—Granted cp to decrease ERP to 39 kw; increase ant. height to 1,450 ft.; change trans. location, type trans., type ant. and make changes in ant. system.

KGRT Las Cruces, N.M.—Granted mod. of cp to change type trans.

KAAB Hot Springs, Ark. — Granted change of remote control authority while using non-DA.

WPRE Prairie Du Chien, Wis.—Granted extension of authority to sign-off at 7 p.m., CST, for period ending June 30.

KAWL York, Neb.—Granted authority to sign-off at 7 p.m. for period ending July 31.

KSMN Mason City, Iowa—Granted authority to sign-off at 7 p.m., CST, for period ending Aug. 31.

Actions of May 31

■ Granted licenses for following am stations: WCGO Chicago Heights, Ill., and specify studio location; WBGN Bowling Green, Ky.; WBTC Farmville, N.C., and specify trans.; KOHO Honolulu, Hawaii and specify ant.-trans. and studio location.

■ Granted licenses for following fm stations: KCJC Kansas City, Kan.; WFBM-FM Indianapolis, Ind.; KNFM Midland, Tex.; WNWC Arlington Heights, Ill.; WAHR Huntsville, Ala.

WOBT Rhinelander, Wis.—Granted licenses covering installation new trans. and increase daytime power to 1 kw; and use old main trans. as auxiliary trans.

WHOT Campbell, Ohio—Granted license covering increase in power and installation DA and new trans.

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING June 8

	ON AIR Lic.	Cps.	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,410	76	70	873
FM	651	93	107	115
TV	473	58	102	123

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING June 8

	VHF	UHF	TV
Commercial	452	78	530
Non-commercial	35	11	46

COMMERCIAL STATION BOXSCORE

As reported by FCC through April 30, 1960

	AM	FM	TV
Licensed (all on air)	3,408	646	472[1]
CPs on air (new stations)	61	71	56[2]
CPs not on air (new stations)	84	161	76
Total authorized stations	3,553	878	652
Applications for new stations (not in hearing)	617	77	43
Applications for new stations (in hearing)	211	42	66
Total applications for new stations	828	119	109
Applications for major changes (not in hearing)	686	41	33
Applications for major changes (in hearing)	194	10	18
Total applications for major changes	880	51	51
Licenses deleted	1	1	0
CPs deleted	1	3	17

[1] There are, in addition, ten tv stations which are no longer on the air, but retain their licenses.

[2] There are, in addition, 38 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.

WSOY-FM Decatur, Ill.—Granted license covering change in frequency; ERP 30 kw.

WCOS Columbia, S.C.—Granted license covering increase daytime power to 1 kw and installation of new trans. for daytime use (specify daytime trans.).

WCRB-FM Waltham, Mass.—Granted license covering decrease in ERP to 3.3 kw, increase ant. height to 920 ft. change trans. location, install new trans. and ant. and install remote control.

WBOF Virginia Beach, Va.—Granted license covering change in frequency, increase in power and install new trans.

WFVA Fredericksburg, Va.—Granted license covering change type trans.

WHIE Griffin, Ga.—Granted license covering increase in power and installation of new trans.

KLPW Union, Mo.—Granted license covering increase in power and installation of new trans.

WCDT Winchester, Tenn.—Granted license covering installation of new trans.

WBRC-FM Birmingham, Ala.—Granted license covering increase ant. height, installation new ant. and make changes in ant. system; ERP 16 kw, ant. 1,110 ft.

WCUB Manitowoc, Wis.—Granted cp to install new trans.

KLTZ Glasgow, Mont.—Granted extension of authority to July 1 to operate on decreased power.

Actions of May 27

WBOX Bogalusa, La.—Granted authority to sign-off at 6 p.m., CST, for period June 1 through Aug. 31.

KSIJ Gladewater, Tex.—Granted authority to sign-off at 6:30 p.m., CST, for period beginning June 1 and ending Aug. 31, except for special events when station may operate to licensed sign-off time.

KFHA Lakewood, Wash.—Granted authority to remain silent pending reorganization; condition.

NARBA Notifications

List of changes, proposed changes, and corrections in assignments of Canadian broadcast stations modifying appendix containing assignments of Canadian and Mexican broadcast stations attached to Recommendations of the North American Regional Broadcasting Agreement engineering meeting.

550 kc

CFNB Fredericton, N.B.—50 kw DA-2 unl.

790 kc

CKSO Sudbury, Ont.—10 kw D, 5 kw N DA-2 unl.

800 kc

CJLX Fort William, Ont.—5 kw DA-1 unl

810 kc

New Steinbach, Manitoba—1 kw DA-1 unl.

900 kc

CHNO Sudbury, Ont.—10 kw D, 1 kw N DA-2 unl.

930 kc

New Fort William, Ont.—5 kw DA-1 unl.

1110 kc

CFML Cornwall, Ont.—1 kw DA-D, D.

1240 kc

CKCQ-1 Williams Lake, B.C.—0.25 kw ND unl.

CKLN Nelson, B.C.—0.25 kw ND unl.

1280 kc

CJMS Montreal, P.Q.—10 kw D, 5 kw N DA-2 unl.

1340 kc

CJAF Cabano, P.Q.—0.25 kw, ND unl.

1390 kc

CKLN Nelson, B.C.—1 kw DA-1 unl.

1400 kc

CKFH Toronto, Ont.—5 kw DA-2 unl.

CJFP Riviere du Loup, P.Q.—1 kw D, 0.25 kw N, ND unl.

1430 kc

CKFH Toronto, Ont.—5kw DA-2 unl.

1440 kc

CFCP Courtenay-Comox, B.C.—1 kw DA-N unl.

1540 kc

New Burlington, Ont —1 kw, ND D.

PETITION FOR RULEMAKING

U. of Maine, Orono, Me.—Requests amendment of rules so as to reserve ch. 10, Presque Isle, and ch. 7, Calais, both Maine, for educational purposes. Further requests that ch. 10, presently assigned to Augusta, Me., also be reserved for educational use. Ann. June 3.

License Renewals

■ Following stations were granted renewal of license: WBRK Pittsfield, Mass.; KDJI Holbrook, Ariz.; WINF Manchester, Conn.; KTKR Taft, Calif.; WSKI Montpelier, Vt.; WTVL Waterville, Me.

New styles from world's largest manufacturer of children's dresses arrive at fashion show fast . . . delivered by AIR EXPRESS

"Cinderella" is first to market with Air Express

These youngsters are about to model the latest collection of "Cinderella" frocks for the junior set. This debut of new creations by Rosenau Brothers is the "Paris showing" of the children's market. New fashions often must bow at buyers' showings thousands of miles from the Philadelphia factory—just hours after the last stitch was sewn—or lose a big order. That's why Cinderella takes no chances—ships by AIR EXPRESS regularly. Only low-cost AIR EXPRESS assures overnight delivery coast to coast. These advantages could help you, too! Call AIR EXPRESS and be FIRST TO MARKET...FIRST TO SELL.

AIR EXPRESS

CALL **AIR EXPRESS** DIVISION OF **RAILWAY EXPRESS AGENCY** • **GETS THERE FIRST** VIA **U. S. SCHEDULED AIRLINES**

OUR RESPECTS TO . . .

Alfred Ross Beckman

Since last January when Al Beckman was named ABC Washington vice president, he has been wearing two hats—one for his new post and one back in New York where the network and his family are headquartered.

But in just two weeks Al will be happily leaving his New York Homburg behind when the three other Beckmans move to a newly-purchased home in Washington suburbia. After that, he says, the big city network "branch office" will just have to get along without weekly face-to-face reports from the nation's investigative front.

While the highlight of student Beckman's senior year at Rutgers U. was a research paper on the radio industry, it took nine years for the professional man to get into broadcasting. This came about in 1943 when famous job consultant and author *(Plenty of Room at the Top)* Loire Brophy advised him the Beckman future was definitely to be found in the communications media. Al promptly got a job as assistant sales service manager with the old Blue Network, which soon became ABC. He has been with the network ever since except for a 10-month stint in 1946-47 with Buchanan & Co., agency.

Alfred Ross Beckman was born Sept. 11, 1911, in East Orange, N.J. He completed high school there in 1929 and four years later received a bachelor's degree from Rutgers. His stepfather, the late Will B. Johnstone, was a cartoonist on the *New York World Telegram* and playwright-screenwriter.

Dinner Jackets to Rickshaws ■ Al's soft sell and persuasive approach, with which ABC-TV affiliates are well acquainted (he headed the network's station relations for eight years), first manifested itself while he was a student at Rutgers. His fraternity, Chi Psi, held weekly formal functions and Al went into the profitable business of renting and selling dinner jackets. (He also confesses to holding the local concession for "Jersey lightning" during those prohibition days.)

After leaving college, Mr. Beckman joined the Rensello Co., a New York shirt manufacturer, in a sales position. Things were quiet, however, and a year later when a college buddy suggested they go into the rickshaw business part-time, Al jumped at the opportunity. They purchased a fleet of the Oriental buggies in 1935 from the Chicago World's Fair and set them in motion, with appropriate fanfare, pulling tourists around in Saratoga Springs.

They broke even that summer, Al remembers, and the next year moved the fleet to Asbury Park, N.J., where the season was longer. With an eye toward the free publicity, Al and his buddy planned a rickshaw race from New York (through the Holland Tunnel) to launch the Asbury Park business. New York Mayor Fiorello LaGuardia immediately pushed the panic button. There would be no chariot races through his tunnel, he loudly proclaimed. Though the "race" was never held, the resultant publicity went beyond their wildest hopes.

With the college buddies beginning to make money, the budding transportation business came to an end at the height of the tourist season when the entire rickshaw fleet was burned.

ABC in the Future ■ Mr. Beckman remained with Rensello during the rickshaw sideline and until 1939, when he joined the Public Service Gas & Electric Co. of New Jersey in customer relations. He joined the Blue Network under the stewardship of the late Keith Kiggins, vice president in charge of station relations in 1943.

"No other single association or event could have contributed more to my philosophy or outlook than my association with Mr. Kiggins," he says.

Mr. Beckman remained with ABC until July 1946, when he became business manager of Buchanan. He returned to ABC in May 1947 as regional manager in radio station relations. In 1950 he was named director of sales and station traffic operations and two years later national director of station relations for radio-tv.

ABC'S BECKMAN

He consented to some advice.

He was promoted to vice president in charge of tv station relations in 1957 and held that post until placed in charge of ABC's Washington operations. That job had been vacant since the retirement of Robert H. Hinckley a year ago.

The Soft Seller ■ As ABC's top man in affiliate relations, Mr. Beckman has dealt directly with a majority of the country's tv stations—including affiliates of "those other networks"—in efforts to put his network's programming in one and two station markets.

A station manager must completely trust and respect the network station relations man and Al Beckman had both from the executives of stations affiliated with all three networks, one manager said. Others relate that when Al pushed an ABC program, the station knew he believed it was a good one and that he was not just trying to get exposure for exposure's sake. He was able to place many ABC shows on the basis of personal friendships.

With some understatement, Mr. Beckman says of his Washington job: "What we hope to accomplish is a nebulous type of thing." He was baptized to official Washington early in his new tenure when asked to testify on allocations before the Senate Communications Subcommittee the first month. And allocations is the most pressing problem facing his network, Mr. Beckman points out.

Of television's future, he sees a heavier accent on news and public affairs programs "for various reasons in addition to the current legislative interest in our business"; a general improvement in program quality due to increasing discernment on the part of viewers, and the attraction of new creative talent because of sheer need.

Frustrated Drummer ■ Al, who grew up in the music business, is an accomplished jazz drummer. In fact, he once sat in for Gene Krupa at Frank Daley's Meadowbrook and held a permanent table when Benny Goodman used to play long engagements at New York's old Pennsylvania Hotel. He taught music part-time during the 1940's and is a close friend of Cozy Cole, Jonah Jones and other jazz greats.

With a 17 handicap on the links, Mr. Beckman is anxious to get his family settled in their new Bethesda, Md., home, just a mile from several country clubs. He married Esther B. Glasson, also of East Orange, in 1935 and their children are Nancy 18 and Bruce 12.

Mr. Beckman is a member of the NAB Tv Board of Directors, BMI board and Tv Pioneers.

Both barrels

FOUR years ago radio and television took leading roles in a get-out-the-vote campaign that resulted in the biggest balloting in American history. They are being asked by the American Heritage Foundation and The Advertising Council to repeat their splendid performance this year.

We have no doubt that radio and television will again respond. It will be surprising if the total vote in 1960 does not exceed that in 1956.

But no matter how high the purpose in getting out a massive vote, that act in itself does not guarantee a fulfillment of the democratic process. Voting of whatever volume is meaningful only if the voters are informed.

To us it seems that broadcasting has a twin challenge in the campaigns of 1960. It must not only stimulate electoral interest in going to the polls but also give electors enough information to make the voting sensible.

The latitudes given broadcasters in the presentation of political news under an amended Sec. 315, the political broadcasting law, are an invitation to imaginative and thorough campaign coverage. If most broadcasters make a serious and thoughtful effort to distribute political intelligence and to arouse electoral interest, they will earn the respect of the whole nation and will do much to erase whatever tarnish is left from the government investigations of the past year.

Tv's little businessmen

BIG city television has its "image" problem but it is trifling in comparison with the survival fight of the little businessmen operating stations in the secondary markets, mainly of the West.

The small market telecasters' adversary is the community antenna operator. Hope for legislative relief, through regulation of cable systems by the FCC, was dashed last month when the Senate, by the margin of a single vote, sent S 2653 back to committee. That killed it for this session.

Then, just 10 days ago, a Montana district court decided against a television station (KXLF-TV Butte) and in favor of a catv operator on a property rights issue. The court held that KXLF-TV had no property interest, by copyright or otherwise, in any programs it broadcast or in any signals or programs received and distributed by the cable system.

With these victories, the organized catv operators have reason to rejoice. Certainly they will make much of them at the convention of the National Community Tv Assn. in Miami June 23-25.

Definitive action is essential. Congress must meet the legislative issue head-on, if it is interested in the salvation of local tv in many smaller markets. And the courts must decide both the property rights issue and the aspect of unfair competition.

The decision of the Montana lower court should be appealed to the State Supreme Court. Litigation is expensive. The appellate costs should be underwritten by the appropriate trade groups, in the interest of all television.

The major networks as well as several film distributors have asserted their intentions of protecting property rights against cable system pirating. Film distributors customarily specifically license their copyrighted products to "live" tv stations for use in their defined coverage areas.

Although there has been no adjudication by a federal court of the property rights issue in relation to cable systems, there is a landmark case in radio going back to 1931 (Buck v. Jewell-LaSalle Realty Co.). Justice Brandeis held that a hotel, in picking up and distributing to its guests broadcasts from a station licensed by ASCAP, actually was publicly performing for profit, and in so doing the hotel was in violation of the copyright act.

The differences between radio and television are technical and engineering distinctions. The question here is whether catv operators, for profit-making purposes, are pre-empting the properties of others without authorization or compensation.

It looks like an open-shut case to us.

Not as advertised

THE Advertising Federation of America has let down its membership in reneging on its commitment of a year ago to move its headquarters to Washington.

Advertising was in deep trouble a year ago. It is today. Nothing has happened in the past 12 months to ameliorate the need for an all-inclusive advertising voice in the nation's capital.

Advertising is an $11 billion business. It has been subjected to strafing fire by the politicians and the bureaucrats. The bounden duty of AFA is to defend all advertising against these onslaughts that do violence to our free enterprise system.

The annual report of AFA President C. James Proud to the AFA's 56th convention in New York last week presents an irrefutable argument for the move. Advertising, he said, "took its worst beating in Washington." Most of the more than 100 bills on advertising introduced in Congress were anti-advertising.

People normally are reluctant about moving, particularly when their family and business roots are deep in their community. Moreover, it can be argued that New York is only a couple of hundred miles and about an hour away by air.

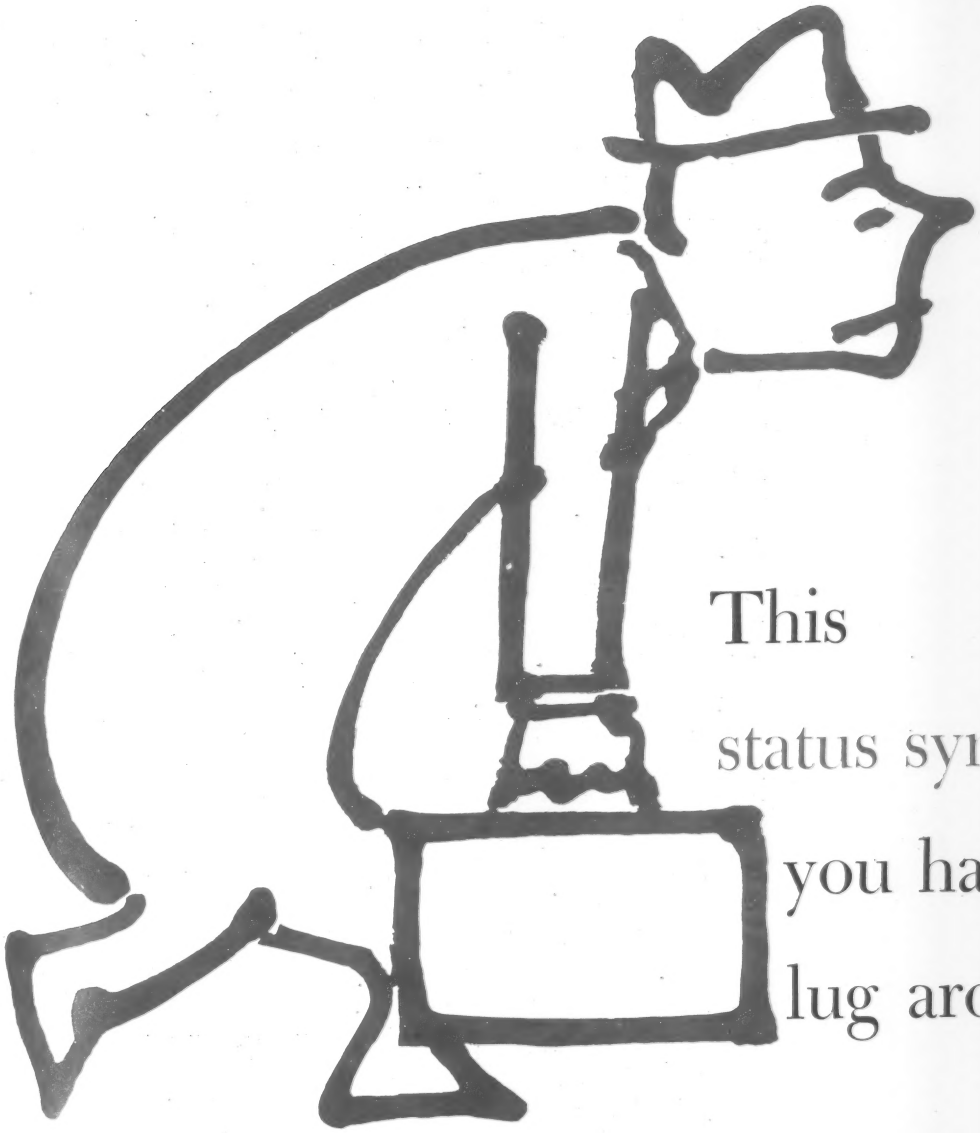
But the climate of Madison Avenue is not that of Pennsylvania Avenue. There is a "feel" about being on the scene, part and parcel of the Washington swirl.

The fire is in Washington, not New York. The fire-fighting equipment can't be shuttled from New York.

We think Mr. Proud should reread his own annual report. A realistic reappraisal, no matter what the cost or inconvenience, would convince him and his governing board that AFA headquarters should be in Washington *now*, with its branch office in New York.

Drawn for BROADCASTING by Sid Hix

"Get set Ethel! All hell's gonna break loose when they find him on instead of Gunsmoke!"



This status symbol you have to lug around

This one you can see anywhere

KPRC-TV HOUSTON

Carrying an attaché case won't make you a vice-president overnight. Putting advertising on KPRC-TV in Houston, Texas, won't do it either. But it will help you make sure your customers see your commercials in a clean, crackly environment with an inviting, colorful presentation. Use KPRC-TV in Houston. Commercials on KPRC-TV have a better chance of getting read, heard, seen, remembered and acted upon. Besides, they look good. And they cost less than you think.

See your Edward Petry & Co. man. Use KPRC-TV, Channel 2 in Houston for your next Houston sales campaign. KPRC-TV, NBC in Houston, Texas.

Courtesy of Hammermill Paper Company